



Michele Harris Appointed Acting Chairman, Agency Outreach Committee, 212

June 5, 2007 (New York, NY) Smarti Solutions' President, Michele Harris, has been appointed Acting Chairman of the Agency Outreach Committee for 212, New York's Interactive Advertising Club.

Michele's role will be to spearhead programming that resonates and fosters more involvement with the agency community. One of the first initiatives will be a Peer-to-Peer Roundtable, exploring issues that are top of mind with media planners and buyers.

"I look forward to the opportunity to help drive agency dialogue, build the agency community and generate more involvement within 212," says Michele.

212 is the galvanizing force for the interactive advertising community in New York City, by providing a forum for ad agencies and publishers to interact, network and learn. Visit www.212nyc.org for more information.

Smarti Solutions is a marketing consultancy and agency search firm that short-lists the agency search and connects businesses with qualified advertising agencies. Visit www.getsmarti.com for more information.