



FOR IMMEDIATE RELEASE

Shocase Unveils the First Social Network for the \$2 Trillion Marketing Sector

***Designed to Help 100+ Million Marketing Professionals:
Get Noticed, Stay Informed and Build Business***

SAN FRANCISCO – Jan. 21, 2015 – Marketing professionals, get connected.

Well-funded startup, [Shocase](#), announced today the first social network designed specifically for marketing professionals. Shocase integrates the best features of LinkedIn, Pinterest, Facebook and YouTube into one powerful and effective network. This new social network features, connects and promotes professionals—from all marketing disciplines.

“Until now, there hasn’t been a dedicated, vertical network for the world’s 100+ million marketers to display their work and be discovered by those who need their expertise,” said serial entrepreneur Ron Young, Shocase’s founder and CEO, who was founder or CMO of three successful previous startups.

“With the \$2 trillion global marketing sector booming, a specialized social network to reach and engage this underserved community will be a game changer,” said Steve Hayden, former vice chairman of Ogilvy Worldwide.

Connecting the Marketing Sector

Shocase is the first-of-its-kind professional social network that offers its members greater visibility to display work, build a reputation and be inspired by the industry’s best. The network also enables members to stay informed of the latest news and trends that impact their professional lives, build working relationships and ultimately grow their business.

With Shocase, members can present their work, skills and experience in the best light to the audience they value most; brands can find the right marketing professionals to suit their needs in any discipline.

Shocase serves the full spectrum of sub-vertical practice areas within the world of marketing, including brand management, advertising, PR, design, digital, shopper marketing, packaging design, event/experiential, analytics, SEO, social and content marketing.

With a rapidly growing, impressive roster of members, the network already has attracted some of the biggest names in the marketing world, including titans Lee Clow, Chuck McBride and Vince Engel.

“Shocase is a killer way for our entire industry to connect, and it is wrapped in beautiful and fluid design,” said Jason Harris, president of Mekanism, an award-winning advertising agency.

Showcase your Work

Shocase’s powerful interface enables people to display their best work and credit their team. By acknowledging their collaborators, Shocase members enhance their professional credibility and multiply their visibility within the network (e.g. the more Projects and Team Members they add



on Shocase, the more pages they will appear). This feature grows the network and creates “viral visibility” for members.

Stay Informed

The Shocase News Feed keeps members up-to-speed on the latest developments in their network, industry trends, areas of interest, new project postings, job changes and updates on the colleagues they follow.

Build Business

Members can pitch new business by easily sending samples of their work to potential clients directly from Shocase.

Experienced Leadership

Shocase is built on a strong foundation of leadership, best-of-breed engineers and a financially independent investment model.

Ron Young has a proven business track record with more than 30 years of experience as an entrepreneur and marketing leader. He previously held prominent marketing roles at Levi's, CVS and Electronic Arts, and was founder or CMO of three companies that achieved nine-figure exits.

The dynamic interface behind Shocase's simple but powerful user experience has been developed by a team of more than 40 engineers and product designers, led by four PhDs from top universities and Fortune 500 companies. The company has eight patents pending on its innovative technology. Shocase's Co-Founder, Matt Warburton, previously worked at LinkedIn, Yahoo! and eBay, and leads Shocase's Product and Community Teams. CTO, Dave Burgess, is formerly Chief Architect of Global Advertising Solutions at Yahoo! and leads Shocase's Engineering Team.

To date, the company has raised \$17 million in two over-subscribed, equity-funding rounds.

About Shocase

Shocase is Marketing's Professional Network. Built to feature, connect and promote marketing professionals from all disciplines, Shocase functions seamlessly as a social network, professional crowd-sourced marketing archive and personalized online portfolio. Most importantly, Shocase is the place marketers come to discover and be discovered by the people who can advance their business and careers.