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PR Contact:
Brenda Christensen
818-307-9942
brenda@nimble.com
@brendachrist
Skype: brenda-christensen

ZDNet's Paul Greenberg Names Nimble a "Company to Watch" on "2011 CRM Watch List"

Award-winning Nimble only solution to combine high-end CRM features with social media and collaborative tools in one simple and affordable web-based SCRM

Santa Monica, Calif. (Jan. 12, 2011) - [Nimble](#), the award-winning SocialCRM for SMBs, launched last week at CES [ShowStoppers](#)® in Las Vegas, was named a "Company to Watch" on Paul Greenberg's "[2011 CRM Watch List](#)" published by ZDNet. Nimble, created by GoldMine visionary and founder Jon Ferrara, is the only solution that empowers small businesses in today's socially connected world to collaborate more efficiently, and to listen and engage with their community to attract and retain the right customers.

In "Part IV: The Social Mainstream," Greenberg said, "The strength of the product as it stands right now is as an exceptional aggregator of social and more conventional contact information with the ability to dynamically see what's going on with your individual contacts and accounts."

"It takes the feeds from all the expected social networks such as Twitter, Facebook and of course Gmail and Outlook and brings them together and merges them so that they are actually in an organized package," Greenberg continued, "So what you have right now is the personal information management functionality that you would need if you were a smart contemporary small business."

"Our inclusion on this prestigious list signals that the world is ready for a modern web app that's affordable, easy to use, and unifies your entire social world," said Jon Ferrara, CEO, Nimble. "With the advent of social media, the way we communicate with each other has changed, yet business needs stay the same. Nimble changes all of that by unifying the 3 C's - contacts, calendars and communication - in one friendly interface with internal and external social listening and engagement to turn conversations into opportunity."

Greenberg's blog focuses on current and future CRM technologies, strategies, companies, stories and personalities. The blog, which is beginning its third year on ZDNet, draws sales, marketing and IT professionals worldwide. Greenberg has been called "the dean of CRM" and "the godfather of CRM" and even the "Walt Whitman of CRM" by analysts and organizations throughout the industry.

About Nimble

[Nimble](#) was founded by Jon Ferrara in 2009 to help individuals and teams build better relationships by unifying their contacts and social engagement. Located in Santa Monica, Nimble is in the heart of the Southern California tech community. Prior to Nimble, Jon created and sold GoldMine, an early pioneer and market leader in the customer relationship management (CRM) space. In its time, GoldMine was ranked #154 on the 1997 *Inc. 500*, a national "Fast 500" company, and was recognized as *PC Magazine's* "Editor's Choice" (August 1993, August 1995, April 1996 and August 1997).

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