Social Selling Pioneer Joins Nimble to Enable Customer Growth via Content and Customer Experience

Barbara Giamanco Named Chief Customer Ambassador to Lead Nimble's Social Customer Experience Strategy

SANTA MONICA, CA (Apr 30, 2014) - Nimble, the world's leading social relationship manager, today announced that Barbara Giamanco has joined Nimble as the Chief Customer Ambassador. Best known as a global Social Sales and Marketing pioneer and early evangelist in the Social Selling and Social Business movement, Giamanco will lead the expansion of Nimble's focus on customer success via educational content, community engagement and customer experience.

Giamanco brings 25+ years of experience working with technology companies in Sales, Marketing and Service leadership roles. Her pivotal Social Selling book, The New Handshake: Sales Meets Social Media published in August 2010, was the first book to inspire sales leaders and their teams to think differently about selling in today's social world. Recent recognition includes: Top 10 Sales Influencer 3 years running, a Top 25 Sales Influencer on Twitter, Top Sales and Marketing Awards in Sales, Marketing, Blogging and Webinars.

"Nimble made a commitment to building community through content and engagement last year to help businesses grow as a trusted advisor on social selling, marketing, customer service, engagement and collaboration. Our investment in the growth of our customers through education resulted in exponential Nimble growth in 2013," said Jon Ferrara, CEO, Nimble. "We have brought Barb on board to expand Nimble's commitment as a leading voice in customer engagement strategies and what that means for attracting, nurturing and retaining happy customers. Barb's deep strategic expertise in Social Media for Sales, Marketing and Business coupled with her passion for Customer Experience, makes her perfect to lead our expanded initiatives."

"Today's customers expect real-time response, expert education, insight, guidance and assistance through the channel of their choice and from other departments in the company -- not just community management and marketing," said Giamanco." As an avid user of Nimble myself, I believe that Nimble is the inter-departmental glue that mobilizes the collective power of employee networks across the organization to more effectively engage customers with the power of the emerging social employee. Nimble enables every team member in a company to play a role in creating amazing customer experiences. I couldn't

be more excited to join the Nimble team to help grow our community and customers through educational content and engagement in this newly created position!"

Feedback from our Nimble Community
“Nimble helped pioneer Social Selling and has made great strides as a company, especially over the last twelve months. Their Social Selling Relationship Manager has become a key part of our daily engagement with customers, partners and prospects alike,” said Matt Heinz, president, Heinz Marketing, a recognized thought leader in social content marketing. “Nimble’s community of blog contributors has helped them become a destination of inspiration and education about the new social buyers journey, including how to engage and convert prospects into happy customers.”

The Nimble Blog
The Nimble blog has become the home of many of the top thought leaders in social sales, marketing and business today. They have gathered together on the Nimble blog to share their expertise on how businesses can connect with customers in an authentic and relevant way to grow their businesses. Giamanco will be expanding Nimble's existing community of 200+ bloggers to begin delivering content over additional channels and networks. Nimble is looking for top content creators who can deliver educational content that inspires and empowers businesses to meet the needs of the new social buyer and deliver exceptional experiences throughout the entire social customer journey.

Join Us for a Nimble Social Selling Webinar - May 7th 10 AM PT
What's New with Nimble including our Chrome Browser Contact app and you'll get a sneak preview of our upcoming native mobile apps for iOS and Android. REGISTER HERE!

Resources
More about Barb Giamanco in her own words and a HEADSHOT on our Nimble blog.

About Nimble
Nimble is a pioneer in social relationship management for individuals and teams to intelligently nurture relationships across email and social networks such as Twitter, Facebook and LinkedIn. Nimble combines the power of traditional CRM, classic contact management, and social media into a powerful social selling solution. Nimble was founded by Jon Ferrara, the co-founder of GoldMine, a pioneer of SFA, CRM, Relationship Management and Marketing Automation.

For more information, visit www.nimble.com. Nimble can be found on Facebook, Twitter, LinkedIn, Vimeo and YouTube.

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