



ZACH ALTER, SHEKNOWS VP OF SALES STRATEGY NAMED MARKETER OF THE YEAR

Alter awarded Marketer of the Year 2013 by Phoenix Business Journal and the Business Marketing Association of Phoenix

Scottsdale, Ariz. (April 29, 2013) – Zach Alter, [SheKnows](#)' Vice President of Marketing and Sales Strategy, was named Marketer of the Year by the Phoenix Business Journal and the Business Marketing Association of Phoenix.

Alter, who was among the finalists in the Medium-Sized Business category, is responsible for working cross-functionally with the production departments and sales teams to bring new digital advertising opportunities to the market, marrying a marketer's needs, budgets, and targets to the SheKnows audience through a variety of unique sponsorship programs.

"Since joining our company in 2005, Zach has played a crucial role in leading our marketing and sales efforts toward continued growth," said Kyle Cox, co-founder and president of SheKnows. "His wide range of knowledge and his sharp sales talent make him a cornerstone of our team and of our success. We're thrilled to see him receive this well-deserved recognition."

"I am honored to be recognized by the Phoenix Business Journal and the Business Marketing Association, and to be included among so many of our community's accomplished leaders," stated Alter. "SheKnows has developed a strong reputation for quality, premium content and creative executions, and since it's a collaborative effort, this award is a tribute to our overall team's efforts."

"This program has tripled its nominee participation year-over-year and the competition was more difficult than ever. Judges were looking for calculated results in the submission forms and after learning more about the growth that Zach influenced at SheKnows, we were proud to elect him as this year's 2013 Marketer of the Year, Medium Sized Company," said Jackie Kardesh, advertising marketing manager, Phoenix Business Journal and Business Marketing Association of Phoenix board member.

The Phoenix Business Journal's Marketer of the Year awards are designed to recognize excellence and innovation in marketing in the Phoenix-Metropolitan area.

Winners were announced on April 25, 2013.

About SheKnows.com

With female-focused content and programming, [SheKnows](#) enables community-powered journalists to create and distribute premium content at scale. It is the largest online lifestyle community for women 25-54 attracting more than 43 million unique visitors (comScore January 2013). As one of the fastest-growing global destinations on the web, SheKnows boasts a stimulating, well-rounded online experience enhanced with three-time Emmy® Award-winning SheKnows TV, captivating experts, and partnerships with celebrity contributors.

Recently honored by Forbes as one of the Top 100 Websites for Women and one of the Top 10 Lifestyle Sites for Women, SheKnows.com also received the OMMA Award for Web Excellence as the No. 1 site for Family, Parenting and Women's Interests two years in a row. For advertisers, sponsorship opportunities and creative integration deliver a seamless user experience.

The company is based in Scottsdale, Ariz., with offices in New York City, Los Angeles and Chicago.

For more information:

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