



G E T N O T I C E D

PRESS RELEASE

Jan. 20, 2010

**XT+M announced the addition of Lisa Boccaccio as Vice President, Communications to our senior management team.**

**Toronto, ON, Jan. 20, 2010:** Since 2005, [XT+M](#) has been building our reputation as forward-thinking communicators, well recognized for our ability to engineer simplicity related to complex online properties and effective, elegant and innovative technology-driven marketing experiences. With the addition of Lisa and her pedigree in branding and communications, XT+M is now strongly positioned to deliver a truly integrated customer experience, from traditional marketing mediums through innovative online environments.

**ABOUT LISA BOCCACCIO:**

Lisa is an experienced and committed communications professional. For the past 20 years, she has provided strategic planning, brand strategy development and execution of integrated and results-oriented programs to leading enterprises.

In addition to her strategic communications expertise, Lisa is an articulate and creative writer. For many of her clients, she has provided copy writing and creative direction services that address strategic objectives and powerfully convey key messages.

Lisa's career past includes director of strategic planning at Interbrand. As part of the senior management team, she managed a diverse range of client assignments requiring brand strategy and communication services. In addition, Lisa expanded Interbrand's capabilities by launching and managing the firm's Interactive practice.

Lisa has a strong understanding of corporate brands and is passionate about advising clients on the value of strategic analysis as the precursor to the development and execution of integrated communications strategies.

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