

Merkle expands into China

SHANGHAI, CHINA: Merkle, a leading US-based CRM company, is expanding into China to support its growing base of multinational clients in the world's most populous nation.



The Shanghai office will extend the company's current capabilities and competitive position by providing analytics and technology operations resources on a global scale. In turn, this will help drive growth and new opportunities for Merkle in the US and around the world. Raymond Wu, a six-year Merkle veteran, is heading the new office along with three other managers and 25 employees. Merkle is supporting five of its US-based clients from this office, including support for Dell's regional and global consumer CRM operations.

Merkle chairman and CEO David Williams said: "Establishing a presence in Shanghai is a pivotal moment in Merkle's history. Our expansion into China complements our pattern of rapid growth here in the US, where during the past year, we have increased our breadth of services, added many world-class brands to our client portfolio, and hired talented staff at Merkle locations across the country. Merkle's Asia expansion is the next step in the growth process and enables us to better support the global needs of our clients."

Merkle is the nation's largest and fastest growing independent customer relationship marketing agency. For more than 20 years, Fortune 1000 companies and leading non-profit organizations have partnered with Merkle to maximize the value of their customer portfolios.

For more information go to www.merkleinc.com.