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DiMassimo Goldstein Names Tom Christmann as Partner
Inspiring Action Agency Puts Focus on Creative Core

January 19, 2016 (New York, NY) – To support its ongoing growth, NYC-based advertising and brand-building agency [DiMassimo Goldstein](#) (DIGO Brands) has named current Chief Creative Officer Tom Christmann as Partner, effective immediately. Christmann will take on expanded responsibilities as the multifaceted micro-network continues to cement its position as the leading agency partner for life-changing marketers.

Christmann's passion for social media combined with his talent for finding big ideas and expertise in telling brands' stories have made him an invaluable asset to DiMassimo Goldstein's brand-driven growth network. Dedicated to *Inspiring Action* and leading the agency's creative focus by building brands through actions that inspire, Christmann has successfully launched a variety of innovative campaigns, including Weight Watchers "Knockin' em Down", Chubb "Insurance Against Regret", and most recently, HelloFresh's "Get Fresh Together" NYC subway takeover.

On the decision to promote Christmann to Partner, Mark DiMassimo said, "Tom exemplifies 'inspiring action' in all he does. He is a true and inspiring partner and this just makes that truth public and official."

The executive promotion comes after a decade of sustained growth driven by the agency's unique focus on inspiring action through direct economy innovators. With its Proove Accountable Media arm, DiMassimo Goldstein aims to serve a rising class of entrepreneurial leaders of innovative companies in charting their path to life-changing growth in an era of overwhelming change.

"I've known Mark for over twenty years, so this really feels like home to me. I am so excited to help make DiMassimo Goldstein one of the go-to places for brave, action-oriented marketers." said Tom Christmann.

Christmann will retain his existing role as Chief Creative Officer and join CEO Mark DiMassimo, President Lee Goldstein and Managing Director of Proove, Adam Lutz in the rank of Partner. Driving the growth and direction of the agency, Christmann will be included in key decision-making about the services the network will build and foster, while maintaining its commitment to inspiring action and direct-economy innovation.

About DiMassimo Goldstein (DIGO Brands):

DiMassimo Goldstein, an Inc 5000 fastest-growing company (2014 and 2015), is a NYC-based independent brand and business-building agency that accelerates value, scale, and impact through inspiring action and direct-economy innovation. The agency serves a rising class of entrepreneurial leaders of innovative companies in the US and beyond who want to chart a path of life-changing growth in an era of overwhelming change. Clients include HelloFresh, Great Minds, TradeStation, Online Trading Academy, Weight Watchers, Affinity Federal Credit Union, Mediacom, National Jewish Health and Retail Solutions Inc., among others. Proove Accountable Media serves as DiMassimo Goldstein's media planning, buying, analytics and optimization arm.

About Tom Christmann:

As Chief Creative Officer and newest Partner of DiMassimo Goldstein, Tom has spent nearly three decades focused on the creative core of the advertising and marketing industry. Christmann's passion for social media combined with his talent for finding big ideas and expertise in telling brands' stories have led him to work at some of NYC's top agencies, including DiMassimo Goldstein, JWT, Cliff Freeman & Partners, BBDO, Kirshenbaum Bond & Partners, and Ogilvy & Mather Direct. Tom has won Lions, Pencils, Andys, Addys, Effies, Clios, and an FWA while working on some of the most well-known brands worldwide: Budweiser, FedEx, Ebay, AOL, Stride, Guinness, Quiznos, Red Stripe, and more. In his free time, Tom serves as the Commissioner of the Madmen Bowling League, which is made up of the who's who of advertising professionals in New York City.