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### **DiMassimo Goldstein Names Desiree Cortez as Partner**

*From Intern to Partner, Inspiring Action Agency Names CFO as Fifth Partner*

April 11, 2016 (New York, NY) – To support its ongoing growth, NYC-based advertising and brand-building agency [DiMassimo Goldstein](#) (DiGo) has announced Desiree Cortez as the agency's fifth partner. Previously Director of Operations, Cortez will also assume the title of Chief Financial Officer, effective immediately. Cortez will take on expanded responsibilities in the ongoing development of financial and operational strategy aimed at cementing the agency's position as the leading partner for life-changing marketers.

Beginning a decade-long career with DiMassimo Goldstein, Cortez joined the DiGo team as an operations intern, quickly securing a full time position as First Impression Manager. Focused on the agency's finances, facilities, and HR management, Cortez played an integral role in the restructuring of DiMassimo Goldstein's operations department and fundamental infrastructure. Cortez is credited with the development and growth of DiGo's internship program and assisting in leadership training material construction. Making her an invaluable asset to DiMassimo Goldstein's brand-driven growth network, Cortez is recognized in the creation of current systems, policies, and procedures accredited to the agency's scaled profitably over the past 10 years.

"We're trying to build something unique in the world, an integrated agency focused on life-changing organizations, and Desiree has been an important part of that for ten years," said the agency's CEO, Mark DiMassimo. "We have long since been working as partners, and this makes it happily official."

As Chief Financial Officer, Cortez will take on expanded responsibilities in strategic business planning and will continue to serve as a business partner for clients during key points in their relationship with the agency.

"I am both honored and excited about the opportunity and look forward to playing a leading role in the next 10 years of our agency's growth," said Desiree Cortez on her new promotion.

In addition to her new role as Chief Financial Officer, Cortez will join CEO Mark DiMassimo, President Lee Goldstein, Managing Director of Proove, Adam Lutz, and Chief Creative Officer, Tom Christmann in the rank of Partner. Driving the growth and direction of the agency, Cortez 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):**

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. 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, Sallie Mae and CreditCards.com among others. Proove Accountable Media is DiMassimo Goldstein's media planning, buying, analytics and optimization arm.

**About Desiree Cortez:**

Beginning as an operations intern and rising to newly announced Partner and Chief Financial Officer of DiMassimo Goldstein, Desiree Cortez has spent over a decade focused on the financial and operational growth of the agency core initiatives on its chartered path to become the leading agency partner for life-changing marketers. Holding previous position titles including, First Impression Manager, Operations Manager, Director of Finance and HR, and Director of Operations, Desiree has proven to be an essential member of the DiMassimo Goldstein team. After choosing to focus on finance, Desiree earned a Master degree in Accounting and Financial Management from Keller Graduate School of Management. Desiree currently splits her time between Chicago and New York City offices.