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Shocase Celebrates One-Year Anniversary; Surpasses 85,000 Members

First Year Highlighted by Strong Member Growth, Strategic Partnerships and Network Enhancements

SAN FRANCISCO – Jan. 28, 2016 – [Shocase](#), the professional social network for marketers, today announced it has grown to more than 85,000 members since launching one year ago. The site has also expanded its global reach, with members located in 129 countries. Much of the strong growth can be attributed to strategic partnerships, member-to-colleague outreach and network enhancements, including jobs features that deliver simple and efficient ways for marketers searching for work or talent to hire.

“I’m honored to present the work of Goodby Silverstein & Partners through Shocase,” said Rich Silverstein, co-chairman and partner of GSP, one of the most awarded creative agencies in the world. “We founded the company with the belief that God is in the details. The Shocase social media network reflects this simple but powerful principal.”

“Shocase is doing something really different,” stated Jim Tobin, president of [Ignite Social Media](#), one of North America’s first social media agencies. “While other networks are built to appeal to anyone, Shocase is just for the marketing and advertising community. Because of that, it has the features that make sense for us, like displaying work and giving credit to the full team for each piece of work that we post.”

“Shocase continues to attract new members and the quality of people and work on the site is impressive,” said Ron Young, Shocase’s founder and CEO. “Our members are recognizing the value of Shocase and have been inviting their colleagues to join at an accelerated rate over the past several months.”

Highlights for the past year include:

Growth – Shocase has surpassed 85,000 members in 129 countries since January 2015.

Jobs – Released in September 2015, the Shocase job features enable marketing professionals looking for full-time or freelance positions to alert potential employers and colleagues of their work availability. Job candidates from 51 different countries have used this “Available Now” feature to this point. Additionally, marketing recruiters and hiring managers can post job openings on Shocase directly to targeted professionals within the network. The Shocase Recruiter Network has representatives from top agencies, brands and recruiting firms and continues to grow.

Big Game Promotion – For the second year, Shocase will celebrate the people behind the Big Game’s commercials. In addition, this year Shocase will recognize the year’s best ads, as selected by a committee of creatives, all with Big Game experience. Vince Engel, two-time Big



Game commercial veteran, long-time creative director at Wiedan + Kennedy, founder of BuderEngel and winner of every major advertising award will lead the selection committee.

Partnerships – In June 2015, Shocase announced a social media partnership with the [American Advertising Federation](#) (AAF). The partnership provides exclusive benefits to the AAF’s 40,000 professional members and more than 5,000 student members. Additionally, Young was named to the AAF national board of directors in November of last year.

Senior Advisors – Throughout the year, Shocase added a number of senior advisors to the company, including such industry luminaries as: [Lee Clow](#), [Steve Hayden](#), [Rich Silverstein](#), [Primo Angeli](#), [Steff Geissbuhler](#), [David Armano](#) and [Claude Salzberger](#). These advisors share their expertise and breadth of knowledge to inspire and educate Shocase members, as well as provide their input on the features, functionality and overall design of the Shocase network.

About Shocase

Shocase is Marketing’s Professional Network. Built to feature, connect and promote marketing professionals from all disciplines, Shocase functions seamlessly as a social network, professional crowd-sourced marketing archive and personalized online portfolio. Most importantly, Shocase is the place marketers come to discover and be discovered by the people who can advance their business and careers. The Shocase mobile iOS app is free to download from the Apple App Store or by visiting [iTunes](#). Watch our demo [video](#) to learn more about [Shocase](#).

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