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PRESS RELEASE

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The Mass Technology Leadership Council Welcomes Amy Black to Newly Added Position, Vice President of Membership and Marketing

18-year veteran of nonprofit and high tech marketing joins the leadership team to drive membership revenue as well as marketing strategy and operations

Burlington, MA, September 7, 2011— The Mass Technology Leadership Council (MasstLC), the Commonwealth's premiere tech organization, today announced the addition of Amy Black to the executive team in the newly created role of Vice President of Membership and Marketing.

This strategic position was created to develop and implement sale and marketing strategies and systems that increase membership revenue, as well as to improve the overall brand and awareness of the council. Amy's unique background, 18 years of marketing and sales enablement for both nonprofits and B2B high tech companies, made her a clear choice for the role.

"This new role is an extremely important one for the organization and we are thrilled to have someone with Amy's experience and skills to take it on," said Tom Hopcroft, MasstLC's CEO and President. "We've had the opportunity to see Amy when she served in several volunteer leadership roles within the organization, and have always been impressed by her energy, subject matter knowledge and ability to engage others. These skills, coupled with her experience in lead generation, sales and marketing automation and processes, and brand building make Amy someone who will take the Council's membership and marketing to the next level."

"I'm very excited to head up sales and marketing for MasstLC and to put all my skills and knowledge to work for this great organization. I've been involved for several years and strongly believe the Council provides incredible value to its members. I'm committed to doing all that can be done to help educate every high tech company in Massachusetts on who MasstLC is and why it's a no brainer to get involved," says Amy Black.

After graduating from **Northeastern University**, Amy embarked on a successful marketing career in the nonprofit sector where she led communications, volunteer, and fundraising efforts for a number of membership and volunteer organizations, including the **international NGO HOPE worldwide**.

Amy left the nonprofit world to join Boston's high tech workforce, taking a position with **Constant Contact**, where she created and executed brand building programs during the time of the company's successful public offering. She also served in a senior marketing role at the sales enablement software company **Kadient** (now **Qvidian**), where she led brand and marketing communications efforts, and most recently was the director of marketing for the online appointment scheduling company, **TimeTrade**, where implemented marketing and sales system and processes from the ground up.

About The Mass Technology Leadership Council, Inc. The Mass Technology Leadership Council, Inc. is the only business association that addresses the critical leadership issues of innovative technology and technology-enabled companies. The organization is dedicated to fostering entrepreneurship and promoting the success of companies that develop and deploy technology across industry sectors. The Mass Technology Leadership Council conducts educational programs, hosts industry events, facilitates networking, sponsors research, advocates in favor of technology policies that promote innovation, entrepreneurship and competition, and recognizes industry-leading companies and people.

For more information, visit <http://www.masstlc.org>