

Social Platform Expands Team with Interactive Content Sales and Marketing Leader

Tracey Henk joins social networking software firm as VP of Sales and Marketing

LOS ANGELES, Calif. – July 23 (SEND2PRESS NEWSWIRE) – Social Platform, a social networking software provider of scalable web-based solutions for branded, high end social applications announced today the addition of Tracey Henk to their executive management team. Her appointment supports a long term growth strategy for Social Platform and strengthens its position in the rapidly evolving social networking landscape.



Send2Press® Newswire

Prior to Social Platform, Tracey was Vice President of Business Development for Intellikey Labs, the first independent testing facility established to quality assure DVD content. At Intellikey, Tracey was the key architect in the shaping of new business strategies to expand the company's renowned testing capabilities into market segments beyond home entertainment. She has also held management positions with publishing, games, technology and entertainment based firms.

“Through her previous roles, Tracey has proven to be an innovator and pioneer in the realm of sales, media, marketing and public relations particularly in the Interactive online space,” said Social Platform CEO, Eric Schlissel.

“Her ability to leverage the power of the Internet for sales and branding efforts is perfectly suited to opportunities forming in the social networking space. We are very pleased to have her joining Social Platform at such a pivotal time in our accelerated growth.”

About Social Platform, LLC

Social Platform creates and integrates software to transform web experiences into social applications. Tying together all the necessary technologies through an extensible hosted infrastructure, Social Platform enables clients to create organic online communities and applications with ease of implementation. The Social Platform Enterprise suite helps build brands for companies and the things they are passionate about.

For more information, visit www.socialplatform.com.

News issued by: Social Platform, LLC

#

Original Story ID: (3063) :: 2007-07-0723-003

Original Keywords: Social Platform LLC, Tracey Henk, social networking software provider of scalable web-based solutions for branded, high end social applications, CEO Eric Schlissel, Intellikey Labs Social Platform, LLC