

Integrative Logic Hires Delia Cyra as Director of Media Strategy

Cyra brings an extensive background in online media planning, buying and management to the Integrative Logic team.

ATLANTA, Ga., Aug. 2 (SEND2PRESS NEWSWIRE) – Integrative Logic, a leading full-service, integrated database marketing provider, announced the addition of Delia Cyra as the company's Director of Media Strategy. "I am extremely pleased to announce that Delia Cyra joined the Integrative Logic team on July 15 as Director of Media Strategy," said John Gardner, president and CEO of Integrative Logic. "She has a passion for the online media world and a passion for client service."

Cyra's extensive background includes 25 years of experience in online media planning, buying and management. In her new role at Integrative Logic, she will be collaborating with agency strategy teams, media planners and business analysts to infuse creative development with innovative and forward thinking.

Prior to joining Integrative Logic, Cyra worked as director of media strategy at Enversa, manager of strategic partnerships and programs at Samsung Telecommunications of America, and media director at Zunch Communications, Inc.

"I am thrilled to be joining the team and look forward to utilizing my experience to deliver strong strategic media programs to our client roster," says Cyra. "Working with account teams and aligning the CRM component to media programs while maximizing budgets efficiencies and will help increase ROI for our clients."

About Integrative Logic:

Integrative Logic is a [direct-to-consumer marketing](#) company serving clients in the United States, Canada, Europe, Mexico and the Caribbean. Recognized as the top small business in Gwinnett County and ranked by Inc. magazine as one of the top 1200 fastest growing private companies in America, Integrative Logic is a leader in delivering highly effective, trackable, digital marketing solutions for companies across a range of verticals.

Clients include Galderma Laboratories, Marriott® and Renaissance® Caribbean and Mexico Resorts and Alabama Policy Institute. For more information visit www.integrativelogic.com.

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