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ITAGroup Announces Placement of Director of Strategic Accounts

Des Moines (July 13, 2009) – **ITAGroup**, Inc., a full service People Performance Management (PPM) Company today announced the placement of Rob Danna into his new position of Director of Strategic Accounts. Rob will have primary responsibility for working with new and prospective clients to develop solutions that exactly meet their performance improvement needs. The position reports directly to the President and CEO.

“The increase in quantity, size and complexity of new account development requires the company to invest in additional pre-sale solution design support”, said Tom Mahoney, President of **ITAGroup**. “Rob Danna who joined **ITAGroup** as Director of Performance Improvement Technology will leverage his technology and business development backgrounds to enhance our ability to design full service solutions for our clients.”

As clients react to current market conditions there is an increased need to improve each employee’s and channel partner’s performance and level of engagement. Strategic meetings, sales incentives and engagement initiatives are at the top of every CEO’s list and demand complex yet efficient solutions. The solutions require a clear understanding of the client’s business combined with knowledge of how technology and PPM experts can advance the client’s market share in light of this “game-changing” economic landscape.

Rob has over 17 years experience in new business development. Prior to joining **ITAGroup**, Rob served as Vice President of Strategic Accounts for an incentive industry technology service provider. Rob has also served as Major Account Sales Manager at Cisco Systems and Director of Sales at Microtest (now Fluke), Inc. Rob holds a bachelor’s degree in Finance from LaSalle University.

About ITAGroup

ITAGroup is a full-service performance improvement company focused on improving business results through people. Partnering from assessment through post-operation analysis, **ITAGroup** engages and motivates your people through sales incentives, employee recognition programs, business-to-business loyalty solutions, product launches, marketing services, group travel events and business meetings. The company is employee owned and headquartered in Des Moines, Iowa, with sales offices in Atlanta, Chicago, Dallas, Des Moines, Detroit, Indianapolis, Los Angeles, Minneapolis, New Jersey, New York and Florida.