



**FOR IMMEDIATE RELEASE
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Jim Moliski Joins Launch International as Senior Vice President, Strategic Services

Respected industry expert on sales alignment and enablement leads consulting program

DOYLESTOWN, PA - November 18, 2010 -- Launch International, Inc., the sales enablement content company dedicated to the technology industry, today announced that Jim Moliski has joined the company as its Senior Vice President and Strategic Services lead.

Moliski brings nearly twenty years of experience building and supporting marketing and sales organizations both in and out of the technology sector. Best known for his experience with sales cycle alignment and content framework design, Moliski most recently served as Vice President of Enablement Strategies for The SAVO Group, an industry-leading provider of sales enablement technology and consulting solutions. There, he helped dozens of organizations navigate the complexities of building a successful and sustainable sales enablement organization. As part of that work, he had the opportunity to interview more than five hundred salespeople to assess and understand the usability of content throughout the selling process.

"Jim's industry background and reputation make him the perfect fit for helping Launch International carry out the next stage in its strategic plan," said Jody Canavan, the company's founder and president. "Content frameworks and sales cycle alignment have become executive level discussions that require the kind of guidance and support no traditional agency can provide. Launch International has always been unique and unequalled in its ability to deliver sales-aligned messaging, value propositions and the full range of buyer- and seller-facing content assets. Jim's experience providing executive layer services help us better support the evolving needs of our clients, and strengthens our unique position in the diluted and often misunderstood sales enablement market sector."

In addition to being a sales enablement thought leader and consultant, Moliski is also a sought-after speaker, having presented at events sponsored by the American Marketing Association, Information Technology Services Marketing Association (ITSMA), Selling Power Magazine and KMWorld Magazine.

About Launch International, Inc.

www.launchintl.com, www.launchinternational.com

Launch International is dedicated to messaging and value proposition development, sales and campaign cycle alignment, content framework architecture and content asset creation for technology companies. No other marketing services firm can match Launch International's experience and expertise in defining, designing and delivering high-value content that streamlines and accelerates selling processes and maximizes vendor value. WBENC-certified.

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