

## FOR IMMEDIATE RELEASE

### DataKey Welcomes Marketing Guru Deirdre Verne

**Westchester County, NY – May 3, 2012.** DataKey Consulting, LLC is excited to announce the addition of a talented new team member, marketing guru Deirdre Verne.

Deirdre boasts 20 years of professional marketing experience, including senior positions at Time Inc. working on *Fortune*, *Money* and *Parenting* magazines. Deirdre has cultivated extensive knowledge of direct marketing and back-end analysis, new product launches and advertising development. She is a graduate of Georgetown (BA) and Hofstra (MBA) universities.

DataKey is continuing to grow and is currently engaged on over 30 consulting projects across an ever-widening group of industries. “This is the busiest DataKey has been in the 9 years since the company was founded,” remarks DataKey President Ted Miller. “The addition of Deirdre to our DataKey team could not have come at a better time. Her real-world marketing experience combined with her outstanding conceptual teachings brings powerful practical tools right to our clients' fingertips. We are very excited about Deirdre and all she has to offer to the wonderful companies that DataKey helps support.”

In addition to her work with DataKey, Deirdre is currently the Curriculum Chair of the Marketing Program at Westchester Community College, where she has been teaching in the Business Department for 12 years. Deirdre complements her marketing expertise with experience as an avid mystery writer. Her short stories appear in the first two Murder New York Style anthologies.

**About DataKey.** DataKey Consulting, LLC is one of the fastest growing management consulting firms in Westchester County, NY, with satellite offices in California. Founded by Ted Miller in 2004, DataKey vowed to form a different kind of consulting firm, where experienced consultants formulate recommendations and *follow through* on implementations that “stick.” DataKey has successfully completed hundreds of projects across more than 30 different industries for companies from mid-market to Fortune 500. As a measure of client satisfaction, over 90% of DataKey clients engage in more than one project with the DataKey team. To learn more, please visit [www.datakeyconsulting.com](http://www.datakeyconsulting.com).

**Contact:**

Ted Miller  
100 South Bedford Road  
Suite 340, Mt. Kisco, NY 10549  
914-945-8808  
[contact\\_us@datakeyconsulting.com](mailto:contact_us@datakeyconsulting.com)

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