

Tech Moves: Marchex bolsters executive lineup; IP law firm expands; and more

BY **JAMES RISLEY** on September 17, 2015 at 8:54 am

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Marchex senior vice president of customer evangelism Matt Muilenburg

—**Marchex** expanded its executive team to include a new chief revenue officer, **Gary Nafus**, and new senior vice president of customer evangelism, **Matt Muilenburg**. Both hires will let Seattle-based **Marchex** improve delivery of its mobile advertising analytics solutions.

Nafus has 15 years of experience in selling enterprise software, most recently at Kenshoo, which automates advertising spending. He also served as vice president of sales at Oracle, overseeing multiple business verticals.

“Gary has a rare combination of experience that’s ideally suited to Marchex: proven enterprise technology sales leadership combined with advertising technology expertise,” said Marchex CEO said Peter Christothoulou.

Muilenburg previously led client development efforts at CDK Global, a global provider of integrated IT and digital marketing to the automotive retail industry. He's also a frequent speaker at industry conferences on marketing's future in the digital landscape.

"Mobile has created enormous complexity for global brands," Muilenburg said. "Our ability to truly listen to customer needs and deliver solutions that drive transparency of the customer journey and higher business performance is transformational to marketers."



StoFoCo shareholders Micha Stolowitz,
Steve Ford and Graciela Cowger

—Patent-focused law firm **Schwabe, Williamson & Wyatt** has acquired **Stolowitz Ford Cowger LLP (StoFoCo)**. The Portland-based law firm's seven attorney's will bring Portland-based Schwabe's intellectual property attorney team to 32 people, making it one of the largest IP law groups in the Pacific Northwest.

The new team comprises **Micah Stolowitz, Steve Ford, Graciela Cowger, Bryan Kirkpatrick, Mark Meininger, Michael Cofield** and **Jeffrey Marlink**.

Before becoming patent attorneys, Stolowitz, Ford and Cowger worked as engineers at technology companies including Hewlett-Packard, Texas Instruments and Xerox.

"Joining forces with StoFoCo complements the deep talent we currently have on our full-service intellectual property team," said Steven Prewitt, the chair of Schwabe's Intellectual Property Practice Group. "This team has a long history of protecting, enforcing, and commercializing our clients' intellectual property rights, both in the United States and abroad."

Four paralegals and one legal assistant are also joining Schwabe from StoFoCo.

—**PicMonkey** brought on InDesign co-founder **Frits Habermann** as its chief technical officer

and vice president of product, the company **announced today**. Habermann will lead the online photo editor's technology and product strategy as it expands after a **\$41 million investment** earlier this year.

You can read **the full story here**.



Bonneville director of digital products James Bottorff

—**Bonneville International**, the broadcaster that owns KIRO Radio and other radio stations, promoted **James Bottorff** to director of digital products. In that roll, Bottorff will be responsible for rolling out websites and apps for the broadcasting company's many media properties.

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Bottorff spent the last eight years working for Bonneville's Seattle operations, helping the local broadcaster move forward into online publishing, streaming, social media and other digital pursuits.

While Bonneville is based in Salt Lake City, Bottorff will remain at the Seattle offices. **[Note:** KIRO Radio is GeekWire's broadcast partner.]



Cascadian Group marketing engagements manager Jessi Lord

—**Cascadian Group LLC** hired **Jessi Lord** as a marketing engagements manager. Lord will generate leads and work with clients on their marketing requirements for the Bend, Ore.-based firm.

Lord has worked in marketing and sales for 13 years, including roles at Economic Development for Central Oregon, Advanced Energy, Philips and The Bulletin. She serves as communications chair for the Ad Federation of Central Oregon.

—**Amazon** hired **Christine Bader** as its director of social responsibility. The retail giant is under increasing pressure to improve its corporate culture after the New York Times published a story **about crushing deadlines and stress-induced breakdowns**. She reports to sustainability director Kara Hurst.



Amazon director of social responsibility Christine Bader

“Kara has been growing her team steadily over the past year as we continue to work on various issues around sustainability across our business,” an Amazon spokesperson said.

Bader **previously** served as an adviser to the UN Secretary-General’s Special Representative for business and human rights after almost eight years at BP managing social aspect of the company’s projects in the developing world.

She has also taught at Columbia University and wrote *Who’s Responsible for Corporate Responsibility?*, a book about corporate change on environmental and social issues.



Regenis director of research and technology Craig Frear

—**Regenis** recruited former Washington State University professor **Craig Frear** as director of research and technology. The company, based in Ferndale, Wash., builds waste recovery and reuse systems, which Frear will help improve.

“We hired Craig because good stewardship demands we not sit on our laurels as the largest builder of anaerobic digesters in the western United States,” Regenis vice president Bryan Van Loo said. “We know there are more advancements to be made in creating a closed loop value chain of products from waste while cleaning our air from harmful pollutants and protecting our watersheds at a time when every last drop counts more than ever.”

At WSU, Frear helped develop the university’s organic residuals and animal manure treatment research program. Over the past decade, he’s helped develop enhancements to anaerobic digestion and biochemical recovery from waste for rural and urban areas.



Novinium senior vice president of sales and marketing Mike LaClair

—**Novinium** hired **Mike LaClair** as the Northeast regional sales manager. The Kent, Wash.-based **underground cable rehabilitation company** previously employed LaClair, but he has also worked with Eaton Corp., ABB Power T&D and other companies in the power management industry.

“We are very pleased to welcome Mike LaClair back to our team as our company continues to grow and expand,” said Novinium senior vice president of sales and marketing Wade Pfeiffer.

LaClair is responsible for direct sales of Novinium’s rehabilitations services to utility and industrial firms in the Northeast U.S.