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Fluent Technologies expands marketing communications capability

WOBURN, MA (January 2008) –Fluent Technologies, a full-service provider of data publishing solutions to the financial services industry, announced today a major expansion of its marketing communications services.

Michael Zimmer, president, said new services had been introduced in response to client interest in combining data publishing with creative communications solutions.

To direct their new resource, Mr. Zimmer retained John Drachman, a Series 7 registered representative and a leading figure in financial marketing for 19 years. “We needed somebody with proven depth. If you look at the point where communications strategy meets creativity in this business you will find John Drachman.” Throughout his career, Mr. Drachman has met the creative needs of the asset management community for actionable marketing communications solutions.

In his role as Communications Strategist, John will direct a broad menu of strategic and creative solutions for clients, including:

- Collateral strategy and development
- Communications audits
- Web strategy and development
- Design and writing
- Presentations
- Shareholder communications

Previously, Mr. Drachman served as vice president and director of marketing programs for Fund Distributors. Prior to that he played senior marketing roles at Putnam, Pioneer and Seligman Investments. His editorial and creative projects have won numerous awards including: Best Sales Material, Life Communicators Association and Best Corporate Newspaper, International Association of Communicators.

“Money managers and record-keepers like the fact we speak their language,” Mr. Drachman said. “It’s natural for us. Most of our team members were financial services executives before joining Fluent. We are investment professionals serving investment professionals. That’s why we understand the pressures our clients face.”

About Fluent: Founded in 1996 on the then-novel belief that the publishing of financial performance – related communications could be automated to create marketing operations efficiencies, Fluent is today a full-service provider capable of managing data and content from multiple client and third-party sources through all phases of discovery, development and distribution. The firm’s flagship FundUtopia™ service supports the communication, data and content storage, maintenance and publishing requirements of investment programs, among them mutual funds, institutional co-mingled funds, private client and collective trust funds, annuities and managed portfolios, and retirement plan services.

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