

FOR IMMEDIATE RELEASE

CHRIS INGWALSON NAMED AS ACCOUNT DIRECTOR AT THE1STMovement

The Award-Winning Full-Service Digital Agency Expands Client Service Team



Pasadena, CA/Denver, CO October 4, 2010 – The1stMovement (T1M), a full service digital agency with offices in Pasadena, CA and Denver, CO, announced today the addition of Chris Ingwalsen as an Account Director. The announcement is made following a series of industry accolades and new

client wins. Joining the Denver office, Ingwalsen will play a management role in the agency's key accounts.

Ingwalsen joins T1M with ten years experience in digital strategy, planning and account management. Previously, she served as Management Supervisor at Crispin Porter & Bogusky (CP&B), responsible for the Microsoft account. Here she managed both [digital and integrated initiatives](#) for Real PC, My Idea and Windows 7. Prior to her role at CP&B, Ingwalsen was an Account Director at Texture Media where she managed website development, applications, video, email and SEO programs for clients such as Gatorade, Kaiser Permanente, Horizon Organic, Pronghorn and Wells Fargo.

Ingwalsen earned a Bachelor of Science in Advertising and Political Science from the University of Colorado at Boulder and resides in the Denver area.

"The addition of Chris to our agency's growing service organization is exciting. She brings an impressive depth of experience and passion for account service that is well-aligned with the T1M culture and philosophy," stated Ann Van Orsdel, T1M's president.



Ingwalson stated, "I'm thrilled to join the T1M team. The impressive client list and equally strong creative and technical offerings will allow me to truly focus on generating success for our clients."

Facts

The US online advertising market will reach \$50.3 billion in revenue by 2011, more than doubling 2007 levels and growing 24% annually (CAGR), as brands increase their online ad spend and publishers improve ad targeting, inventory and yield management – [*the Yankee Group*](#)

Online and mobile ad spending by both national and local marketers will grow almost 14 percent, from \$45.6 billion in 2010 to \$51.9 billion in 2011 - [*netnewscheck*](#)

Worldwide social network ad spending will rise 31% this year, to \$3.3 billion. Next year, spending is expected to increase an additional 29%, to nearly \$4.3 billion - [*eMarketer*](#)

About The1stMovement

A full-service digital agency with offices in Pasadena, CA and Denver, CO, The1stMovement (T1M) uses emerging technology to push the boundaries of digital media. Founded in 2006, T1M has since gained recognition for its accomplishments within a wide range of well-established brands including Adobe, AT&T, Cisco, Gulfstream, E! Online, G4TV and Xcel Energy. The firm thrives on its ongoing pursuit of new ideas, taking clients on an interactive journey beyond their imaginations deep into the digital frontier where they engage, learn, and play. For more information, visit [**the1stmovement.com**](http://the1stmovement.com).

Join the T1M conversation:

Blog: blog.the1stmovement.com

Facebook: facebook.com/the1stmovement

Twitter: twitter.com/the1stmovement

LinkedIn: linkedin.com/company/the1stmovement

Multimedia Links

VIDEO: The1stMovement's Show Reel - [View video](#)

Relevant Links

T1M Named as PENTAX Imaging Company's Digital Agency of Record – [Read Press Release](#)

David Schell Takes on Expanded Leadership Role – [Read Press Release](#)

Ming Chan Joins the List of Inc. 500's 2010 "Top 10 Asian Entrepreneurs" – [Read Press Release](#)

Tags

Chris Ingwalson, The1stMovement, digital advertising agency, ad agency, top ad agency, LA digital agency, Denver digital agency, Inc. 500 list, Ming Chan, Ann Van Orsdel



Photos Available

1. Chris Ingwalson, Account Director, The1stMovement
2. Ann VanOrsdel, President ,The1stMovement
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