

# RFID Journal Appoints New Sales Executive

The company has appointed John DelMauro vice president of sales.

July 24, 2006—RFID Journal LLC, the event producer and publisher of the *RFID Journal* magazine and Web site, announced today that it has appointed John DelMauro to vice president of sales. He is charged with leading the company's growing sales team. The appointment is effective immediately. DelMauro takes over from former vice president Nancy Puglisi, who has been with RFID Journal for four years and will be pursuing other interests. DelMauro will be based out of New York City.

"John is a seasoned professional with experience building customer-focused teams," says Kenny Nova, president of RFID Journal. "He will help us significantly expand our team to better serve our marketing partners."

DelMauro comes to RFID Journal from SourceMedia, where he was director of sales and custom events. He managed the sales effort for SourceMedia's national financial services conference and exposition business, including Card Tech Secure Tech, the 18th Annual Benefits Management and Forum and the 12th Annual Best Practices in Retail Financial Services.

DelMauro was a key member of a management team that created, planned and marketed new and existing events, doubling the size of the overall conference portfolio. He led the sales effort for 44 conferences and expositions, including those focused on banking, investment management, credit cards, card technology, mortgage, benefit management and capital markets. Prior to SourceMedia, DelMauro was a senior manager at Thomson Media.

"Radio frequency identification is an important technology, and RFID Journal is the leading provider of information about RFID," says DelMauro. "I'm pleased to be joining a fast-growing, dynamic company with a well-deserved reputation for serving the interests of its readers and marketing partners."

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