



About Us

Solutions For Profitable Growth

e360Insight (e360) is a marketing solutions company specializing in highly effective, multichannel direct marketing. e360 helps companies increase performance of email, direct mail, web and telemarketing channels by combining data, analytics and technology services in innovative ways. By extracting insight from a comprehensive, 360-degree view of customers and prospects, our clients acquire more customers, lower acquisition costs and profitably grow revenue.

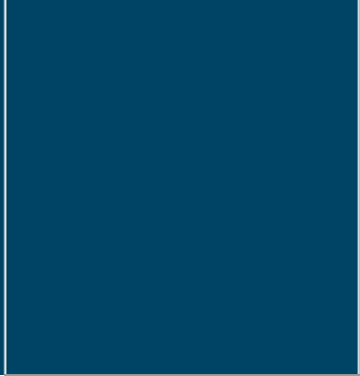
David W. Linhardt, President & CEO

As a Founder of e360Insight, LLC, David's responsibilities include overall strategic direction and management of e360's business operations. E360's operating businesses include e360Insight, an integrated direct marketing solutions provider, e360data, a consumer-focused permission data company and BargainDepot Enterprises, an e-commerce company. David's responsibilities extend to all key operational areas including sales, customer service, technology development and product development.

Prior to founding e360, David has been fortunate to work with leading marketers and solution developers in the integrated direct marketing and CRM (Customer Relationship Management) industries. Most recently, David served as Senior Vice President of Data Services at Yesmail, a leading permission email marketing services firm. At Yesmail, David provided overall strategic direction for Yesmail's acquisition business, as well as product strategy and management for new and existing customer acquisition products. Beyond acquisition, David's influence included the retention side of Yesmail's business, where he oversaw the management of offerings and capabilities for Yesmail's analytical services, enabling clients to better understand their existing customers. David was also responsible for the development and management of network partners that contribute their data to the Yesmail Network.

Before joining Yesmail, David served as a Vice President of Marketing & Strategy at Experian. While at Experian, he led the Telecommunications, Energy & Cable Division from a declining position to accelerated revenue growth. Prior to Experian, David served as Director of Marketing Consumer & Small Business Segments for AT&T Wireless Services, where he lead the several direct-to-consumer marketing efforts and helped launch the PCS markets in the Midwest. His distinguished career began with marketing and product development posts at Sun Microsystems and Procter & Gamble.

David holds a Bachelor of Science degree in Chemical Engineering from Purdue University and a Master's degree in Business Administration from Harvard Business School.



NO SPAM POLICY - e360 has a strict, no spam policy. Spam is a serious industry problem for consumers, internet service providers, and legitimate marketers. e360's policy is to only send email messages to those who want to receive them. e360 provides consumers with notification, choice and control as it relates to the receipt of marketing messages. Consumers opt-in to e360's programs and must meet e360's confirmation standards in order to receive marketing messages. Once entered, consumers can opt-out to cancel their subscription at any time for any reason.

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