



iQ media Promotes Kye Strance to President

Strance will be responsible for the daily operations of the organization while continuing to lead products and marketing.

CONSHOHOCKEN, PA – Effective immediately, Kye Strance, will assume the role of President of iQ media. Kye's previous title was Senior Vice President, Products.

"I am excited to see Kye take over these new responsibilities and expand our senior management initiatives. Very rarely do we come across people with such broad perspectives and deeply rooted skill sets," said John Derham, CEO and Founder of iQ media.

Under his new role, Strance will be responsible for the day-to-day operations of the company. He will also continue to develop the flagship product, cliQ, and oversee the marketing department.

"The combination of Kye's industry experience and innovative approach to pushing our emerging industry in a new and exciting direction makes him the ideal person to take on this new role," said Derham. "I applaud his efforts to date, and look forward to new accomplishments that we will collectively achieve with his operational excellence, his spirit of ingenuity, and his confident stride."

Kye brings over 20 years of enterprise software and technology experience to iQ media. Kye's career in technology began with large government agencies and then he spent 15 years at Vocus, a public relations and marketing software company. There, he started in sales, managed the consulting and services team, and had a helping hand in product management. Kye has created award-winning software and built a presence in the speaking circuit as an expert in digital public relations.

About iQ media

iQ media is leading the most important technology transformation in the history of broadcast TV, online news, and social media monitoring. It is the transformation from traditional media monitoring services to Media Intelligence Platforms. iQ media's cloud-based database, cliQ, empowers clients to move beyond media monitoring to proactively leverage media content to drive topline revenue and further their strategic communications goals. Learn more at www.iqmediacorp.com.