

## **Bob Schwartz, Ex-President Of Magento, Named Vice Chairman Of Wpromote To Amplify Growth As The Commerce Agency**

*Wcommerce Advisory Division is Formed to Focus on Commerce Growth for Brands and Merchants.*

El Segundo, CA (PRWEB) April 17, 2015

Wpromote, the nation's leading digital marketing agency, today announced the appointment of serial commerce company builder [Bob Schwartz](#) as Vice Chairman of the company as well as the joint formation of Wcommerce, a new division of Wpromote.

Bringing in Schwartz, a commerce industry heavyweight, as Vice Chairman is seen as a strategic move made in response to massive global growth in "technology-enabled retail." This growth has been driven by demand from major brands and retailers for a trusted Commerce Agency with deep digital marketing expertise to guide them in making the right choices to become great at commerce.

"It needs to exist, the world is demanding it. Each week I hear from companies, 'We are great at our core business, but we now need to get great at digital commerce. If we do we survive, we might even win, but if not we'll die out completely! We need a trusted commerce advisor,' and that is exactly what we have created," Schwartz said at his morning meeting place, Two Guns Espresso in sunny Manhattan Beach, CA.

Schwartz continued, "Digital commerce success is now about much more than just technology. It's about being a great merchant and brand by leveraging technology. There is an incredible need for a trusted partner to advise companies how to get great at commerce, and at the core it's about the consumer. [Wpromote](#) is one of the best agencies out there at understanding brands and driving customers, and that gives us a very strong platform for success."

CEO of [47B](#) and an internationally recognized commerce company growth accelerator, Schwartz boasts an impressive track record in commerce company building. As the former President of Magento, he grew the company to over 30% market share and sold to eBay Inc. He is also former founder and general manager of Nordstrom.com, a multi-billion dollar a year Ecommerce arm of Nordstrom Inc.

"Bob and I have known each other for years and we are incredibly excited to align Bob Schwartz's extensive experience, reputation, and brand with Wpromote in this exciting period of growth and expansion," said Michael Mothner, Wpromote Founder & CEO. "It solidifies Wpromote's position as The Commerce Agency and will be a key driver in Wpromote's continued success."

Mothner and Schwartz said that Wpromote, with over 170 employees, will soon be moving to bigger headquarters in El Segundo, CA. They plan to bring in more talent to focus on the demand for Wcommerce as well as address Wpromote's fast growth and core talent needs.

### About Wpromote

Founded in 2001 by Michael Mothner, Wpromote is an award-winning online marketing firm headquartered in El Segundo, California with over 170 employees and expanding rapidly. Named the #2 Best Place to Work in the US by Ad Age, Wpromote has helped hundreds of clients from startups to Fortune 500 companies grow their businesses online with end-to-end digital solutions. Through integrated search, mobile, and social marketing, the firm has helped Toyota, Bayer HealthCare, Verizon, TOMS, Dickies, Wienerschnitzel, Cleveland Golf, Qlik, TUMI, and Zenni Optical dominate the online Commerce space. With unmatched experience in multi-channel, content-centric campaigns and unrivaled dedication to clients' results, Wpromote helps companies big and small act and move like large enterprises. For more information, visit <http://www.Wpromote.com>.

#### About Bob Schwartz

Schwartz is a serial commerce company builder and acclaimed leader of multiple technology and consumer Internet companies. In helping businesses generating billions of dollars in online sales, Schwartz has helped produce over \$1 billion of value for company shareholders and founders via acquisitions by Amazon, eBay, Nordstrom, Packard Bell, First American, Cendant, Aetna, and others. Schwartz led the growth of Magento to 30% global market share and directed its sale to eBay. More information can be found at <http://www.47BStreet.com>.

Read more: <http://www.benzinga.com/pressreleases/15/04/p5417319/bob-schwartz-ex-president-of-magento-named-vice-chairman-of-wpromote-to#ixzz3XaW73Tvo>