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## **Clickworker appoints Mark R. Allen as Vice President of Marketing & Sales**

*June 28, 2011, 2011 - San Francisco, CA* [Clickworker](#), a rapidly growing global crowdsourcing innovator providing quality-assured content solutions, including SEO text creation and data authentication, has appointed Mark R. Allen as its new vice president of marketing & sales. With twenty-five years of executive experience leading high performance sales, marketing, and business development teams, Allen will focus on building the North America marketing organization, as well as responsibilities for client service and business strategy.

Prior to joining Clickworker, Allen served as chief operating officer of RevUp, which recently launched a SaaS business intelligence solution. He was also a managing director for Orbitz Worldwide, playing a pivotal role in defining Orbitz hotel strategy for North America, Asia and Europe. Allen possesses strong technology product marketing experience having served as a business unit director for Tut Systems, a Motorola acquisition. Allen has been an adjunct professor at the University of San Francisco since 2006, where he has authored and taught courses at the McLaren School of Business in marketing and revenue management and has been a speaker and panelist at a variety of educational, technology and hospitality conferences.

“We’re thrilled to have Mark join our team in a leadership capacity,” said Greg Curhan, CEO for U.S. operations for Clickworker. “With his rich history of directing marketing efforts for a number of start-up and established companies, we’re confident Mark will help position Clickworker as the leading brand for high quality crowdsourced solutions .”

Allen lives in San Francisco, holds a bachelor of arts degree in education from Colgate University and holds a master of business administration degree from Golden Gate University.

### **About Clickworker**

Clickworker, founded in Germany in 2006 with U.S. operations since 2010, is a global crowdsourcing service provider. By breaking jobs into micro-tasks, Clickworker engages its reliable, flexible and diverse workforce of Internet-savvy workers on an as-needed, scalable basis. For clients globally, the benefits of tapping into Clickworker’s “crowd in the cloud” are accelerated execution of projects, compressed time-to-market and cost savings, applicable across an array of business challenges. For more information, visit [www.clickworker.com](http://www.clickworker.com).



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