

YouBeauty announces the addition of David Bell to its board of directors

Written by Australian Business

NEW YORK, Sept. 25, 2013 /PRNewswire/ -- YouBeauty, the leading digital media platform in personalization, innovation and micro-targeting within the beauty and wellness space, announced that David Bell has joined their board of directors.

David was elected to the Advertising Hall of Fame in March 2007. He is the former CEO of Interpublic Group, True North Communications, Bozell Worldwide and Knox Reeves, and is a recent advisor to Google and AOL.

"David is one of the preeminent thinkers in digital branding and strategy. In an industry that is experiencing massive transformation his comprehensive perspective on how any advertising driven business will remain relevant will be critical to us," said Steven Lindseth, YouBeauty co-founder.

"I have a passion for innovation in connecting brands and consumers, and YouBeauty's unique content driven data and personalization model can connect with consumers in one on one conversations across a spectrum of premium engagement tools. The experience they are creating is one of a kind, and most of all, the opportunity to create a sustainable brand position is really exciting to me," said Bell.

When David retired from Interpublic, he became a Senior Advisor to Google where he stayed for 4 1/2 years and subsequently left Google to join AOL to be a key strategic advisor to assist CEO Tim Armstrong in the AOL turnaround. In 2008, Mr. Bell joined Pegasus Capital Advisors to help create two unique Agencies, drive several acquisitions and oversee successful integrations. Today, two of those companies, Gyro and Creative Realities are thriving in a group called Slipstream where Mr. Bell is Chairman.

David is a former Chairman of the American Association of Advertising Agencies, The American Advertising Federation, the Advertising Educational Foundation and the Ad Council.

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About YouBeauty Since its launch in 2011, YouBeauty has quickly become the leading voice in personalization, innovation and micro-targeting within the beauty and wellness space. By focusing on a simple premise—that every woman is uniquely beautiful—the site utilizes deep data to create intimate conversations between consumers, content and brands. With more than 50 million questions answered by over 1 million registered users through participation in proprietary, science-based quizzes, the website delivers individualized advice and trusted recommendations. Along with its commerce site, BeautySage, YouBeauty harnesses the power of science to create a more beautiful you. For more please visit [www.yoube](http://www.youbeauty.com)

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and

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