

SAN FRANCISCO, Sept. 27, 2013 /PRNewswire/ -- Ozone Online, a data-driven digital marketing agency based in San Francisco, and the Chief Operating Officer, Sean Shoffstall, were among the MarketingProfs *Bright Bulb B2B Awards* list of finalists announced this week.

The *Bright Bulb B2B Awards* recognize brilliance, excellence, and innovation in B2B marketing. In general, MarketingProfs is looking to celebrate unique people and programs that can demonstrate measurable success. MarketingProfs' in-house team judged the entries, along with an external judging committee of marketing practitioners:

- Alan Belniak—Director of Marketing Content, LogMeIn
- Rohit Bhargava—Founder, Influential Marketing Group
- Carissa Caramanis O'Brien—Social Media Community and Content Director, Aetna
- Susan Emerick—Social Business Program Manager, IBM
- Carlos Hidalgo—CEO, ANNUITAS
- Erika Napoletano—RedHead Writing
- Tim Washer—Social Media Manager, Cisco Systems
- Nick Westergaard—Founder, Brand Driven Digital

B2B Luminary Agency (B2B Agency of the Year)

The B2B Luminary Agency Award honors an agency that worked on behalf of one or more B2B clients to make a mark in B2B marketing this year, either by spearheading effective campaigns or by demonstrating a willingness to think differently about B2B marketing. The winner is an innovative agency (over 25 employees) that has demonstrated strategic thinking, creative ideas and the ability to drive optimal performance for their clients.

Finalists:

B2B Luminary (B2B Marketer of the Year)

The B2B Luminary Award honors an innovative individual who has made a mark in B2B marketing this year, either by leading a campaign or team, or by demonstrating leadership. The honoree is a true visionary and thought leader in B2B marketing, and is playing a significant role in its evolution.

Finalists:

- Christine Crandell—President, New Business Strategies
- [Sean Shoffstall](#)—Chief Operating Officer, Ozone Online
- Karen Thomas-Smith—Vice President Marketing, Accountable Care Solutions, Optum

Joel Lockwood, President of Ozone, said: "At Ozone, we pride ourselves on staying at the forefront of marketing innovations. Our work with clients on responsive design and data driven marketing has driven impressive results. We're thrilled to be recognized by MarketingProfs and a group of peers as a finalist, and having Sean, our leader on all things strategic, also be singled out is icing on the cake."

Winners will be announced in Boston on Thursday, October 10, 2013, at MarketingProfs 7th annual

[B2B Marketing Forum](#)

About MarketingProfs

With over half a million members, MarketingProfs is the largest community of marketers in the world. It provides the latest marketing know-how and "what works" in marketing with unparalleled breadth and depth: online and offline, strategic and tactical, to companies of all sizes and in all industries.

Written by Australian Business

MarketingProfs specialties include marketing, advertising, social media, email, search, SEO, digital marketing, online marketing, mobile, case studies, research, seminars, webinars, and conferences.

About Ozone Online

Ozone is a data-driven digital marketing agency that develops experiences, programs, and communications that strengthen relationships between consumers and brands. From strategic planning and creative development to technical execution, pre- and post-sales nurturing, and analytics and optimization, Ozone's integrated solutions are built on proven demand generation strategies and industry best practices. This foundation helps Ozone create cross-channel communications that drive awareness, adoption, and loyalty.

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