

## **Mindset Marketing Solutions**

# **Michael A. Giarraputo Joins Mindset Marketing Solutions as Senior VP of Business Development**



Michael A. Giarraputo Joins Mindset Marketing Solutions as Senior VP of Business

2008-02-18 22:22:34 - **Award-winning marketer launches the company's 'Segment-of-One' targeting solutions across multiple media platforms**

Mindset Marketing Solutions, a provider of innovative zip+4 and household-level targeted marketing solutions related to disease incidence and treatment, announced today that Michael A. Giarraputo has joined the company as Senior Vice President of [Business Development](#). He will further strengthen Mindset's brand presence within the media industry, developing and selling Segment-of-One zip+4 and household-level targeting products and services that support established and emerging communications technologies such as integrated print and online publishers, television networks, cable companies, wireless carriers, search engines and consumer portals. Giarraputo will open an East Coast office for the Scottsdale-based company.

Mindset offers pharmaceutical and related healthcare companies a revolutionary approach to personalize direct-to-patient marketing solutions by combining its precise zip+4 and individual household targeting platforms with sophisticated mathematical algorithms to develop highly effective Segment-of-One strategies that enable individualized tracking, understanding of and responding to customer behavior. Its technology integrates several syndicated consumer databases, including U.S. census data and consumer survey data on purchases, attitudes, lifestyles and interests and media preferences with de-identified pharmacy, physician office and hospital discharge insurance claims databases to create an unparalleled opportunity to help the pharmaceutical and

related healthcare industries improve the efficiency and ROI of their direct-to-consumer [marketing campaigns](#).

Giarraputo joins Mindset following 17 years as Media Director for the Johnson & Johnson Global Marketing Group, where he directed the company's significant media [investments](#), led strategic multi-media planning for all corporate initiatives and was responsible for projects such as the selection, integrated marketing and communications planning for the Emmy®-award winning 'Johnson & Johnson Spotlight [Presentation](#)®' movie series for television.

Giarraputo's experience also includes positions as Media Planner and Supervisor with Jordan, McGrath, Case & Taylor for clients Quaker Oats Company and Glaxo-SmithKline, and BBDO Worldwide for clients GE and PepsiCo. During his 23 years in marketing, Giarraputo has been honored with numerous awards, including the Stars of Madison Avenue Award for the Johnson & Johnson Corporate Campaign from The Advertising Club, and an Advanced Media Technology Emmy®-awards nomination for 'Outstanding Achievement in Advanced Media Technology for the Enhancement of Original Television Content.'

'We are excited to have Michael join our team. He brings a tremendous depth of expertise in marketing and multi-media planning and buying that will help fuel Mindset's development into the premier information source for healthcare and media companies seeking innovative, targeted and effective marketing and advertising strategies,' said Michael Weintraub, Mindset's President and CEO.

Giarraputo is a member of the Association of National Advertisers and the National Advertising Review Board. He also served on the Board of Trustees of the Crohn's & Colitis Foundation of America. He earned his Bachelor of Science degree in marketing from St. John's University in Jamaica, N.Y.

He has a passion for winemaking, and is pursuing a certificate in winemaking from the University of California at Davis. He also enjoys gourmet cooking and travel. Giarraputo resides in Basking Ridge, N.J.

### About Mindset Marketing Solutions

Scottsdale, Ariz.-based Mindset provides unique segment-of-one-zip+4 and household-level targeting and [marketing information](#) solutions across multiple media platforms related to disease incidence and treatment for pharmaceutical manufacturers and related healthcare industries. For more information, visit [www.MindSetMarketing.com](http://www.MindSetMarketing.com) or call 480-614-0060.

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