
OUTSELL HIRES DENHOF AS STRATEGIC ALLIANCE DIRECTOR



Minneapolis, Minnesota digital marketing firm Outsell has named Scott Denhof as Strategic Alliance Director. Denhof joins from Google, where he was a key business development executive responsible for selling their digital advertising platform to agencies and automotive manufacturers. Prior to Google, he provided sales consulting services for emerging internet/wireless marketing companies for SED Consulting. At Outsell, Denhof's primary responsibilities will be the retention and growth of strategic partnerships with agencies, manufacturers and large dealer groups. Outsell LLC is a digital marketing firm that executes data-driven digital marketing campaigns to change consumer perceptions, drive incremental measurable sales and deliver more revenue per ad dollar spent.

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