



## **Best of the Web Names Adam Sussman Director of Business Development**

*New executive brings wealth of Internet marketing and search industry knowledge to the Internet's oldest directory.*

Uniondale, NY ([PRWEB](#)) April 16, 2008 -- Best of the Web is pleased to announce that Adam Sussman has accepted a position as Director of Business Development, joining the [BOTW Executive Management Team](#). Sussman will be responsible for interacting with agencies, identifying distribution opportunities, and project management of new offerings.

"It has always been very important for us to surround ourselves with the best and brightest, so we are very excited to welcome Adam Sussman as the newest member of the BOTW executive team," said Brian Prince, CEO. "Adam is an entrepreneur at heart, and he has proven himself as a forward thinking and well respected search professional. Adam's track record within the search industry combined with his sales and marketing experience provide the perfect match for our business."

Mr. Sussman joins [BOTW](#) after founding and operating a successful internet marketing consultancy firm for the last several years. Based out of Los Angeles, Adam consulted for corporate clients and individuals specializing in marketing solutions incorporating search engine optimization and product development. Prior to his consultancy, Mr. Sussman has a history of successful online ventures including Alliance Leads, a lead generation service.

"I have known the Best of the Web team for a few years now, and they have always impressed me with their business acumen and long term view of doing business on the web" said Mr. Sussman. "I'm really excited to be working with a team that shares my values for quality and a vision for putting together new and exciting web offerings."

"In addition to the sales expertise Adam brings to Best of the Web" added Greg Hartnett, BOTW President, "he has been involved in the web and web-related businesses for as long as we've been around. We are always looking for highly talented people, and Adam will make a great addition to our goal of putting together the web dream team."

### About Best of the Web

"The Internet's oldest directory," Best of the Web got its start in 1994 by empowering the burgeoning online community to nominate and vote for best-of-class websites in a variety of categories. As the Internet grew in popularity, Best of the Web evolved into a comprehensive directory categorizing content-rich, well designed websites. Today, whether the topic at hand is choosing a college, refinancing a mortgage, or researching enterprise software solutions, Best of the Web provides one of the largest and most comprehensive human-edited directory resources available on the internet.

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**Contact Information**

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Best of the Web

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