

## David Diamond Joins M-Dot's Board Of Advisors

### [Gail Chiasson, North American Editor](#)

Retail technology veteran David Diamond has joined Erie, Pennsylvania-based [M-Dot Network](#)'s Board of Advisors to help the company capitalize on the retail tech market.

M-Dot Network is a digital incentive processor that enables retailers to issue and redeem mobile and digital coupons.

Diamond is the president of [David Diamond Associates](#), New York-based strategic marketing consulting firm with clients in the packaged goods, retail and marketing services industries. He previously worked in emerging media and promotion as president of emerging businesses at [Catalina Marketing](#); as CEO of Lamaze Publishing; as senior vice-president of [ActMedia](#); and in packaged goods marketing at [Procter and Gamble](#) and Oral Research Laboratories.

*"David's experience within the retail and marketing services industry and his executive level positions will prove invaluable in helping to guide the M-Dot Network management team as we pursue the growth opportunities that lie ahead of us,"* says Bill Catania, CEO of M-Dot Network.