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FOR IMMEDIATE RELEASE

Marketing Consultant Jennifer Beever Named Mentor for Tech Accelerator

Woodland Hills, California — November 7, 2011— Marketing consultant Jennifer Beever IMCP (New Incite, www.newincite.com) has been designated a mentor for UpStart.LA, a Southern California technology accelerator.

“We’re happy to have Jen as a [Mentor for UpStart.LA](#),” said founder Bruce Brown. “Our mentors expand and support the technology domain expertise and functional experience of our management. They give back by meeting with each company in our three-month accelerator program to provide the 1-on-1 feedback the technology entrepreneurs need to succeed.” UpStart.LA is a startup accelerator based in Los Angeles that helps tech entrepreneurs get their business up and going. Tech entrepreneurs can take advantage of an intensive three-month program and up to \$18,000 of seed capital as well as extensive mentorship and a shared work environment to help entrepreneurs go from idea to product to fundable business.

[UpStart.LA](#) was founded by Dan Dato, entrepreneur and veteran senior executive of several venture-backed digital businesses including The Motley Fool, TouchCommerce and Evryx Technologies, and Bruce Brown, Series A investor and VP of Product Management at Evryx Technologies and former Southern California Practice Manager for Strategy, Sales & Consulting Services delivery for Microsoft Corporation. UpStart.LA’s next three month accelerator program starts on January 9, 2012, and the [deadline for application](#) is November 12, 2011.

[New Incite](#) is a marketing consultancy that drives B2B marketing results through research, analysis, marketing planning, implementation, and staff development to grow revenue for business. It was founded by Jennifer Beever in 1997 in Woodland Hills, California. New Incite works cross industry, with a particular focus on technology, manufacturing and green companies. The firm has expertise in traditional and online marketing, including search engine optimization and social media marketing. Jennifer Beever is an Inbound Marketing Certified Professional. She currently serves on the national board of the Association for Strategic Planning (ASP). For more information about Jennifer Beever, New Incite or its outsource CMO for Hire services, visit www.newincite.com or contact Jennifer Beever by [email](#) or by calling 818-347-4248.

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