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SERIAL ENTREPRENEURS DO IT AGAIN; RE-INVENT ENGAGEMENT TECHNOLOGY
Southern Made Co. embarks as progressive engagement research & technology company

NASHVILLE, Tenn. (March 24, 2015) -- Four veteran Nashville entrepreneurs have launched a company that takes an entirely new approach to helping businesses in any industry harness new technology to acquire, engage and retain audiences.

[Southern Made Co.](#) will use both proprietary platforms and established technologies to develop customized digital experiences for companies and their audiences. With engagement success in the healthcare, faith, publishing and music industries, the principals will offer a next-generation engagement and technology approach to customers in most every industry and location.

"First and foremost we are in the people business," said Chris McIntyre, one of the partners of the new firm. "We understand what makes people take action. We use a combination of deep gamification and psychographic studies combined with proprietary technologies to engage users and achieve business goals."

The four principals of the new company include: McIntyre, who will oversee development of the company's products; Matt Mueller and Jack Whitis, both of whom will lead the technology team; and Adam Small, who will concentrate on revenue and partnerships. With existing industry relationships and over four decades of combined experience in bootstrapping and entrepreneurship, the team will continue their history of success in technology-based businesses in Nashville.

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"Where our model holds significant advantages is in helping a client solidify their understanding of their audience, their needs and then to engage them in a meaningful way" McIntyre said. "Most companies in the engagement space do the same thing - simple tracking, social integration, badges and points. That's not us, and we don't believe that is how you connect with and motivate a user".

In addition to building their own businesses, the four are founders, leaders and mentors in the city's technology community. Collectively, they have raised over \$100 million over the past ten years for their various startups, which include everything from podcasting and advertising to healthcare and artist promotions.

Profitable since day one, the company will have its headquarters in the up-and-coming Salemtown neighborhood of Nashville.

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About Southern Made

Southern Made Co. builds distinct, memorable experiences that drive audience involvement and loyalty for brands. With deep technology, engagement and usability backgrounds along with years of experience aggregating and synthesizing billions of data points, the company brings a craftsman-style approach -- along with proprietary tools -- to inspire people to take meaningful action for their client partners.

www.Southern Made Co.