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Michigan Headlines

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## Social Lift President Lauren Ziskie Recognized as One of Detroit's "20 in their 20's" by Crain's Detroit Business

TROY, Mich.--(BUSINESS WIRE)--Social Lift, Inc.'s president, Lauren Ziskie, has been recognized as a 2012 "20 in their 20's" by *Crain's Detroit Business*. Social Lift, a division of [Dialogue Marketing, Inc.](#), provides a unique online experience through social media customer service.

In its seventh year, *Crain's* 20s program recognizes the outstanding brainpower and entrepreneurial talent of the region's young professionals and innovative thinkers. The 20 honorees included in this year's list reflect a wide variety of fields, including fashion, retail, finance, information technology, nonprofits and music.

"This year, we received more than 300 nominations for the list," said Gary Anglebrandt, web editor of *Crain's Detroit Business*. "In order to ensure we've selected only the best of the best, we take a careful look at each nominee and thoroughly research why they were nominated. We try to select individuals who have interesting stories to tell, have worked hard to get where they are and are actively working to grow their business in the future."

Ziskie is an early adapter of social media and has made great use of her knowledge by implementing various forms of web 2.0 and e-marketing strategies to help re-engineer business models and enhance the customer experience. She began her career with Dialogue Marketing as an intern, but quickly saw room for growth in the company's business as a third-party contact center that handles customer service and telemarketing on behalf of brands.

As a result of Ziskie's knowledge of social media and desire to see Dialogue Marketing enter a new arena in the customer service world, Social Lift was introduced in November 2010. Now, Social Lift is the most profitable business unit within the \$31 million company and brought in \$120,000 just last year.

"Lauren's personality and fierce determination have been a tremendous asset to Dialogue Marketing since she first began interning with us more than five years ago," said Peter Schmitt, chief strategy officer of Dialogue Marketing. "Her fresh perspective on incorporating social media into the contact center has proven to be a winning

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combination, catapulting the Social Lift division of our company to great heights in a very short amount of time."

Ziskie earned an MBA from Walsh College in Troy, Mich. in 2010, where she currently teaches a social media strategy course focused on business. While she has already experienced significant success at a very early point in her career, Lauren has no intention of slowing down anytime soon.

"I'm very proud of what I've been able to accomplish as a young professional and I look forward to further expanding Social Lift's customer service offerings as new technologies continue to emerge," said Ziskie. "The other 19 individuals included in this year's list are already making such big waves in the Detroit area and it is a true honor to be recognized among them as a local up and comer to the business scene."

**About Social Lift**

Dialogue Marketing is a nationwide provider of customer relationship management (CRM) services to help companies of all sizes and across a wide range of industries acquire, support and retain customers. Social Lift, a division of Dialogue Marketing, strives to help its client create a social strategy for each of its customer engagement portals and enhance the client's overall image through brand reputation management. For more information, please visit [www.social-lift.com](http://www.social-lift.com) or follow Lauren Ziskie on Twitter [@laurenziskie](https://twitter.com/laurenziskie).

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