



MITX adds to board of directors


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The Massachusetts Innovation & Technology Exchange (MITX), an industry group for digital marketers and media professionals, added seven directors to its board, the group said Wednesday.

The new directors are: Jeffrey Busgang, general partner at **Flybridge Capital Partners**; David Clark, managing director of **The Jordan Edmiston Group Inc.**; Sarah Fay, CEO of **Aegis Media North America**; Richard Prenderville, head of global brand marketing for **Reebok**; Scott Savitz, CEO of **Shoebuy.com**; Niraj Shah, CEO of **CSN Stores** and Jeremy Wright, global director of mobile brand strategy for **Nokia Interactive**.

About 70,000 employees work at digital companies in New England and make more than \$24 billion in annual revenue, according to Boston, Mass.-based MITX.