

**Acumen Management Group President Named to InsideView's Exclusive List of
Social-Media Savvy Sales Pros**

Ken Thoreson lauded for sharing expertise on Twitter and Your Sales Management Guru blog

SAN FRANCISCO, June 14, 2010—Ken Thoreson, Acumen Management Group president, has been named to the IV50's select group of sales professionals who are playing a significant role in providing insight to their peers about the use of social media. In making the announcement on its [blog](#), Inside View described Thoreson as “bringing a wealth of “old school” expertise to our list of savvy sales professionals, sharing his expertise on Twitter and in a variety of publications.” The list is called 'IV50' and has been posted on theInsideView blog at <http://blog.insideview.com/2010/06/10/the-top-sales-industry-social-media-users-2/>.

Thoreson writes [Your Sales Management Guru](#) blog and contributes regularly on LinkedIn and other online publications. His collective social media involvement and leadership is helping usher in a new era of sales that meshes with the customer 2.0 experience. “Sales 2.0” entails leveraging the same social media used by customers—Twitter, LinkedIn, Facebook, blogs and others.

Thoreson said, “Social media acuity is quickly becoming a factor in sales success—for bolstering brand awareness and credibility in addition to intelligence about customers and prospects. I strongly urge clients to ensure that their sales organizations take advantage of this increasingly pervasive force, and our [workshops](#) help them do that.”

InsideView ([InsideView](#)) helps business professionals take advantage of the convergence of social media and enterprise applications. A pioneer in on-demand business search and intelligence applications, InsideView's has helped sales and marketing professionals track key business events and relationships across thousands of traditional, subscription-based data providers and user-generated, “new media” sources including social networks.

About Acumen Management Group

Acumen Management Group, Ltd. is a management-consulting firm focused on building successful companies through tactical execution and accelerating revenue through strategic sales management.

Through offices in Toronto and Knoxville, Tenn., Acumen's team of seasoned professionals share their expertise in recruiting, compensation, motivation, sales leadership, and channel development and management to build organizations that generate predictable revenue and profitable growth. The firm also offers speaking services, a sales management mentoring network, and sales certification programs.

For more information about Acumen Management Group, Ltd., visit www.acumenmgmt.com, call 423-884-6328, or email ken@acumenmgmt.com.