

Theorem Establishes New Leadership Position, Appointing Mark Wilson to New Director of Human Resources



New position signals Theorem's evolution as a business and commitment to humanizing technology, people and businesses

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[Theorem Inc.](#), a full-service flexible digital marketing and tech solutions provider, is appointing Mark Wilson to the newly formed Director of Human Resources position. Wilson joins Theorem's leadership team as the executive responsible for overseeing Theorem's brand culture and people strategy related to talent management, learning and development, employee engagement, and talent acquisition. Wilson's focus is global and involves collaboration with Theorem teams across the U.S., UK and India to ensure alignment and consistency, as well as market-specific nuances. The role reports out of the U.S., reporting directly to Jay Kulkarni, CEO, Theorem.

Wilson brings nearly 15 years of experience in HR and recruitment to his new role. He began his career in quality assurance management, in which his focus was on establishing standards and guidelines within companies. With a big picture focus on how to make the biggest impact on a company as a whole, Wilson has been dedicated to integrating new improvement strategies in HR. In his previous roles with ArtQuest, he was responsible for talent acquisition for all roles. At USA Sport Group, Wilson revamped company policies to ensure proper compliance with employment and immigration regulations.

With a mission to humanize technology and empower businesses, people are at the heart of the services Theorem provides. Wilson will play a key role in Theorem's continued effort to bring on top talent that are innovative problem solvers and align with the company's goal of providing future-proof and cutting-edge innovative solutions that help companies in the content and commerce categories to increase revenue and other key business objectives.

"Our industry has faced a lot of challenges recently - going remote, the great resignation, talent retention and engagement as well as diversity and inclusion. At Theorem, we've recognized these challenges and our responsibility to help address head on," said Jay Kulkarni, CEO and founder, Theorem. "We're more focused than ever to create a motivating work environment and growing every professional, highlighting their key strengths and unique traits."

Wilson has been a part of winning HR teams, being awarded the IBM Best Quality Team Award.

"I'm thrilled to be joining the Theorem team," said Mark Wilson. "The company has a strong culture that is centered around its corporate responsibility and building a team that drives its award-winning performance. I am committed to helping expand professional development opportunities

and developing strategies to ensure we remain innovative and agile with our services and execution.”

About Theorem

Founded in 2002, Theorem provides end-to-end agile digital marketing services for some of the world's leading brands. With a mission of humanizing technology by delivering innovative solutions that empower businesses to drive sustainable growth, Theorem takes legacy services and pivots these approaches to develop future-proof, modern marketing solutions for clients and partners. Creating end-to-end solutions designed to solve client challenges, through extensive knowledge of digital marketing technology and strategies. Theorem is pioneering the future of full-service flexible marketing solutions. Theorem's expertise saves their clients time, reduces their costs and increases their revenue. For more information, visit www.theoreminc.net.

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HUMAN RESOURCES

DIGITAL MARKETING

MARK WILSON

DIRECTOR OF HUMAN RESOURCES