



**For Immediate Release**



*Pat East, CEO, Hanapin Marketing*

## **Digital Marketing Expert Named President of VisionTech Angels' Bloomington Chapter**

INDIANAPOLIS, Ind., (February 23, 2016) - [VisionTech Angels](#), the angel investing arm of VisionTech Partners, has named Pat East, an Indiana-based digital marketer, entrepreneur and angel investor, as president of the Bloomington chapter of VisionTech Angels. East succeeds Christy Page as chapter president.

VisionTech Angels is among Indiana's premier angel investing organizations, with five chapters across the state, including Indianapolis (headquarters), Bloomington, Fort Wayne, Lafayette, and Warsaw. The organization is fast approaching 100 angel investors.

East is the founder and chief executive officer of [Hanapin Marketing](#), a premier digital marketing agency headquartered in Bloomington that specializes in paid search marketing. Additionally, Hanapin owns and operates PPC Hero, the industry's leading blog on pay per click marketing, and Hero Conf, the world's largest pay per click-only conference.

An experienced business builder, East has led Hanapin Marketing to 11 consecutive years of profitability and double-digit revenue growth in 10 of those years. The company is a three-time *Indiana Best Places to Work* winner and a two-time *Inc 5000* honoree. He taught one of the nation's first search marketing courses at Indiana University, and he's been awarded the *Entrepreneur of the Year Award* from the Small Business Development Center. East is also an avid angel investor, advising start-up companies with high-growth potential primarily in web and technology industries.

"I am pleased to serve as the president of the Bloomington chapter of VisionTech Angels," East said. "My goals are to grow our [membership](#) among angel investors and increase awareness of VisionTech Angel's ability to support and foster successful start-up companies. Among VisionTech Angels' strengths are its statewide presence and the depth of industry experience among its members. Our investors are very knowledgeable and engaged in growing Indiana's economy."

Commenting on East's new role, VisionTech Partners Managing Partner [Don Scifres](#) said, "VisionTech is fortunate to have Pat lead our Bloomington chapter. His enthusiasm and passion for investing in and advising start-up companies make him a perfect advocate for VisionTech Angels. Additionally, we're excited to have Pat's deep digital marketing expertise; it's an incredible knowledge base for current and future VisionTech portfolio companies."

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*VisionTech Angels – New Bloomington Chapter President  
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East graduated with a B.A. in English from Wabash College, where he serves as class agent and previously served two terms on the National Alumni Board.

**About VisionTech Partners**

Founded in 2008, VisionTech Partners is a privately held company focused on linking investors to high-potential early-stage companies. Headquartered in Indianapolis, one of the most vibrant innovation regions in the country, VisionTech Partners is where inventors, entrepreneurs, investors, universities, and strategic partners converge to share, develop, fund, and launch innovative technologies. VisionTech Angels has chapters in Bloomington, Fort Wayne, Indianapolis, Lafayette, and Warsaw. Learn more at [www.VisionTech-Partners.com](http://www.VisionTech-Partners.com).

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