

25 YEARS!



Over the last 25 years, Imarc has transformed into a multi-faceted, full-service digital agency with 70+ employees across the United States. Imarc creates and develops digital experiences that build brands and deliver results. **Take a look at some of Imarc’s highlights since the agency was founded in 1997.**

1997

Imarc Founded
Imarc’s CEO, Nils Menten, founded Imarc with a focus on asset management for Starwood Hotels (now Marriott).

2015

A Growing Team
Expanded offices from a small shop in Newburyport, MA to a large mill building in Amesbury, MA.

2017

Celebrate!
Imarc receives accolades from INC for best workplaces and fastest-growing private companies and Nielsen Norman Group for Intranet Design Annual Award for work with JetBlue.

2020

Imarc Named #1
Imarc is named Clutch’s #1 Agency in Massachusetts.

2022

Flexible Work
Imarc becomes a fully hybrid working experience for all employees.

OUR SERVICES



STRATEGY & RESEARCH
User Journeys, Persona Development, Competitive Analysis, Stakeholder Interviews



USER EXPERIENCE
Sitemaps, Wireframes, Prototyping, Content Strategy, Interaction Design, UX Writing



CREATIVE SERVICES
Branding, Visual Design, Messaging, Copywriting, Art Direction, Photography



FRONT-END ENGINEERING
Custom CSS, Javascript and Vue, Accessibility Standards, PageSpeed



DIGITAL MARKETING
SEO, Website Optimization, Social Media Management, Lead Generation & Conversion, Paid Media



BACK-END DEVELOPMENT
Hosting & Monitoring, Security & Testing, Content Management Systems, Complex Integration



70+ EMPLOYEES IN 15 STATES

Clutch **Inc. 5000** NN/g

200+ AWARDS AND COUNTING

OUR LEADERSHIP TEAM



Nils Menten
Founder, Partner, CEO



Dave Tufts
Partner, CSO



Katie Desmond
Partner, CRO



Patrick McPhail
Partner, COO

OVER 300 CLIENTS

jetBlue

Marriott

infor

Bright Horizons.

NS1.

GET IN TOUCH

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