

Tuesday, May 12, 2009

HiveLive Wins General Mills



Boulder, Colorado-based social software publisher HiveLive has signed on consumer products giant General Mills, the firm disclosed this week. According to John Kembel, the firm's CEO, General Mills is using the firm's communities for market research and consumer insights. Financial terms of the win were not disclosed. Kembel said in a blog post that General Mills has so far launched HiveLive powered sites for four brands, including Nature Valley and Yoplait. HiveLive is backed by Aeneas Ventures and Grotech Capital Group.

