



For Immediate Release

Media Inquiries

Russel Wohlwerth: 310-346-8988

Bill Nicholson: 212-909-2666

A-Team Advertising Advisors, LLC

380 Lexington Ave., Suite 1700
New York, NY 10168
212.909.2666
www.a-teamadvisors.com

Russel Wohlwerth Joins A-Team Advertising Advisors

LOS ANGELES, California – July 21, 2006 - Russel Wohlwerth announced that he is joining consultancy A-Team Advertising Advisors, LLC, where he will be a partner.

Wohlwerth will team up with search industry veteran Ann Billock to head up A-Team's Agency Search Practice. Until this week Wohlwerth was President of Select Resources International (SRI) and co-owner of the company.

"The agency search process has not kept pace with the times," Wohlwerth observes. "The marketing world is experiencing massive upheaval. Things are very different today from what they were just 5 years ago. Yet the agency search process is stuck in the early 1990's. A-Team Advisors embraces my belief in the need to revolutionize search."

A-Team Advisors was founded a year ago by accomplished marketing and advertising professionals to establish a new model of consulting resource for marketers and agencies. The group's aim is to provide the highest level of advisory support across the wide spectrum of marketing and marketing communications management issues. The A-Team's combination of expertise offers a unique, multi-disciplinary approach to addressing their clients' situations.

The founding principals – Bill Nicholson, Ann Billock, Peter Gerritsen and Jerry Gibbons – are responding to the call from advertisers and agencies who are finding it advantageous to utilize an expert, experienced outsource to help them deal with a multitude of marketing and business challenges.

"We are pleased to have Russel joining A-Team Advisors," says Bill Nicholson the group's managing partner. "He brings not only his experience in agency search, but also a valuable perspective about the business. And his style and ethics match our own."

Wohlwerth notes, "Corporate marketing communications programs are becoming increasingly complex and, perhaps at times prematurely, CMOs are pulling the trigger faster on communications providers whom they perceive are doing a less-than-stellar job. It's a very volatile situation."

A-Team Advisors' objective is not to become the volume leader in search, says Wohlwerth. "We'll leave that to our competitors. We will use a more consultative approach to search. Our methodology recognizes that clients have vastly different needs and therefore require customized solutions as opposed to the off-the-shelf, templated approach that is so common in search today."

The past year has been very busy for Wohlwerth – he has led global advertising and PR searches for Intel and large national reviews for BMW, Sony and Washington Mutual.

New York

San Francisco

Boston

Los Angeles



Wohlwerth's joining the A-Team will add Los Angeles as a new geographic area of service to the A-Team which currently has offices in New York, Boston, and San Francisco – Bill Nicholson and Ann Billock are based in New York, Peter Gerritsen is in Boston, and Jerry Gibbons works out of San Francisco.

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A-Team Advertising Advisors (www.a-teamadvisors.com) is a leading consultancy serving the advertising, media and marketing communications industries on both a national and global basis. The group consults to marketers and marketing communications agencies in a broad range of practices ranging from marketing and general management to resource assessment, agency search, contracts, business development, compensation, financial management, relationship management, mergers / acquisitions and organizational integration. A-Team Advisors has offices in New York, Los Angeles, Boston and San Francisco.