



# For Immediate Release

## THE A-TEAM – ADVERTISER AND AGENCY BUSINESS ADVISORS

### Collaborating to Fill the Needs for Marketers and Agencies

A-Team Advertising Advisors, LLC

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New York

San Francisco

Boston

(New York, NY – June 8, 2005) Four accomplished marketing and advertising professionals have joined forces to form The A-Team, a new model of consulting resource for marketers and agencies. The new group aims to provide the highest level of advisory support across the wide spectrum of marketing and marketing communications management situations.

The A-Team’s combination of expertise offers a unique, multi-disciplinary approach to addressing their clients’ challenges.

The 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 issues.

“Our skills combine to offer a broad range of services, all of the highest standard and ethic, across all geographies, to answer the many unmet needs of advertisers and agencies. The A-Team will augment their marketing and business development functions, address their financial, operational, relationship, managerial and growth challenges,” says Principal Bill Nicholson. “We function as a highly efficient outsource for companies, without adding permanent costs.”

Some of the areas in which A-Team will provide critical support:

**For Marketers and Advertisers**, the company’s services include Agency/Resource Review, Agency/Resource Alignment and/or Consolidation, Compensation and Contracts Management, Agency/Resource Financial Management, Agency/Resource Relationship Management, Internal/External Marketing Reorganization and/or Re-structuring, Marketing Planning, Brand Positioning, and General Marketing and Brand Management Counsel.

**For Marketing Communications Agencies**, the company offers general counsel regarding Agency Management, Finance, Organization and Operations, Succession and Management Support, Agency Marketing and New Business Development, New Business Program Planning/Execution, programs to foster Organic Growth, and programs to enhance Agency Cohesiveness, Effectiveness, and Profitability.

“Every aspect of every business is changing,” says Nicholson. “And none more rapidly or dramatically than marketing communications. New technologies, multi-channel media proliferation, changing demographics and consumption patterns, continuing cost pressures and governmental requirements are just a few of the forces that require managers to continually look at the way they are doing business. Sometimes it is prudent for those managers to seek an outside expert resource that will guide them appropriately toward better practices.”



**Bill Nicholson will offer Operations, Financial and General Management Consulting to advertisers and to agencies.** He is former EVP of the Agency Management Division of the American Association of Advertising Agencies, known as the AAAA. Prior to joining the AAAA Bill held senior management positions in operations, administration and finance at four separate New York advertising agencies, and has integrated and managed various through-the-line operations of those organizations.

**Ann Billock will continue to offer to marketers Agency Search, Compensation and Relationship Management services,** along with providing support for agencies in their marketing and business development efforts. She brings over twenty-five years of consulting, agency and advertiser experience to the group. For the past twelve years, Ann has worked with leading consulting firms including Roth Associates, where she specialized in agency sourcing, compensation and management. Her agency experience includes EVP/CMO at Hill Holiday, senior account management and business development roles at three major global agencies, and, from the marketer side, senior brand management positions at Kraft (General Foods).

**Peter Gerritsen will offer Agency Product, Process and Program Improvement activities to the group, along with his valuable creative perspective.** Peter is the founder and was Creative Director of Allen & Gerritsen, a highly respected Boston agency. He helped guide that agency from start-up to the largest independent agency in New England. He was also responsible for creating and managing Allen & Gerritsen's Global Services, where he combined the right internal resources and external alliances to provide effective global communications for their clients.

**Jerry Gibbons brings Multi-Discipline, Creative-Driven Agency Management and Business-Building Experience along with a Western Perspective to the team.** He spent 13 years with the AAAA as EVP of the Western Region and the Agency Relations & Service Division. Before joining the AAAA he was President of Gibbons & Dickens Communications. Prior to that he was President of DDB San Francisco and N.W. Ayer / Pritikin & Gibbons. Under his leadership each agency office grew in billings, profits and creative reputation. Jerry has always worked on the West Coast.

The A-Team has offices in New York, Boston, and San Francisco. Bill Nicholson and Ann Billock will be based in NY, Peter Gerritsen will be based in Boston, and Jerry Gibbons will work from San Francisco.

**FOR ADDITIONAL INFORMATION:** On the East Coast please contact Bill Nicholson at 212/909-2666. On the West Coast please contact Jerry Gibbons at 415/391-8201.