



For Immediate Release

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A/Team Advertising Advisors, a marketing consultancy providing advice and counsel to advertising and marketing services agencies and marketers, announced today that they will no longer offer Agency Search and Selection and that the two principals who led the search practice—Ann Billock and Russel Wohlwerth—will form their own company.

“We began with a model that sought to offer the widest possible range of services to both marketers and agencies,” says Bill Nicholson, managing partner of A/Team. “As our business has grown and our company has expanded, we have found that agency search is not always synergistic with the rest of our consulting offerings. Even though we set up agency search as a separate practice, on occasion, there has been a perception of a conflict of interest.”

“A/Team will continue to offer services in the areas of general management, operations, finance, contract, mergers & acquisitions and marketing support”, continues Nicholson. “Russel Wohlwerth and Ann Billock will now offer their services independent of A-Team. We are parting on the best of terms and look forward to maintaining the close friendships we have formed. We continue working together on certain assignments and look forward to collaborating with Russel and Ann on future projects that would benefit from our shared expertise.”

Billock and Wohlwerth, who have gained considerable momentum in a short period of time by conducting a number of high-profile searches, will work as a team and provide agency search and related services to the marketing communications industry.

“We have greatly enjoyed working as part of A/Team Advisors, we have done some extremely interesting projects together, and we know it has been an enriching experience for all of us,” say Wohlwerth and Billock. “The two of us have formed a close working partnership and we are excited to open our own practice. We’ll continue to focus on our core expertise of Agency Search and related practice areas.”

A/Team Advisors (www.a-teamadvisors.com) is a leading consultancy serving the advertising, media and marketing communications industries on a national and global basis. The group consults to marketers and marketing communications agencies, using a multidisciplinary approach, in a broad range of practices. A/Team Advisors has offices in New York, Boston and San Francisco. For questions, please contact Bill Nicholson in NY (212-909-2666) or Jerry Gibbons in SF (415-391-8201).

Russel Wohlwerth and Ann Billock are two of the country’s leading agency search consultants with deep expertise in all areas of national and global marketing communications services. Their offices are located in New York and Los Angeles. For questions, please contact Ann Billock in NY (212-861-3976) or Russel Wohlwerth in LA (310-841-4502).

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