



For Immediate Release

A/Team Advisors Increases Strength and Depth

A/Team Advisors

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New York

San Francisco

Boston

A/Team Advisors, a consultancy which provides advice and counsel to marketers and agencies, announces that they have added nine Associates / Affiliates to their roster of resources.

“During the first 18 months of our existence we have found there are some areas– including agency finances, human resources, public relations, and integrated marketing– that our clients find particularly challenging. We are recruiting a cadre of specialists that we know can help meet these challenges,” says Bill Nicholson, A/Team’s managing partner.

“We have selected these particular people because of the depth of their experience and their professionalism,” Nicholson reports. “Each, in their own way, will help our clients grow and prosper. Each will help build and sustain long-term marketer / agency relationships. And each subscribes to and supports our Statement of Ethics.”

The new A/Team Associates / Affiliates are:

Associates

Richard Corman, New York, NY – Senior Associate, Agency Finance

Mary King, San Francisco, CA – Senior Associate, Human Resources,
Executive Recruiting

Margo Kornfeld, New York, NY – Senior Associate, Direct Marketing, Relationship
Management, Integrated Marketing

Affiliates

Jeff Bliss, The Javelin Group, Alexandria, VA – Affiliate, ROI Measurement and
Evaluation

Steve Conroy, Conroy Public Relations, Boston, MA – Affiliate, Agency Public Relations

Bob Herman, Robert Herman Company, New York, NY - Advertising & Marketing
Executive Recruitment

Kathleen Ruane, Kathleen Ruane Communications, New York, NY – Affiliate, Agency
Public Relations

Greg Weir, Weir Financial Services, Minneapolis, MN – Affiliate, Agency Valuation
and Finances

“This is not a loose association,” says Nicholson. “These are senior people we know, respect and with whom we have worked. We have a formal relationship with each of them and on every assignment they will work with a partner who will lead the engagement. We will develop a similar association with additional like-minded people as we determine our clients’ needs.”

Information on A/Team Advisors and background on their Associates / Affiliates can be found at the A/Team website: www.a-teamadvisors.com.

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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, contracts, business development, interactive and integrated marketing, compensation, financial management, relationship management, mergers/acquisitions and organizational integration. A/Team Advisors has offices in New York, Boston and 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.