

Red House B2B Marketing Expands Services and Adds Consulting Leadership

ATLANTA FIRM EXPANDS DATA, ANALYTICS AND CONSULTING SERVICES

Atlanta, March 21, 2017 – Building on its track record of measurable results for strategic marketers, Red House B2B Marketing announces two promotions and a new hire that expands its Consulting Services group.

Rob Wade was recently promoted to director of the Red House Content Development group. Over the last five years, Wade has served as a senior manager within the Client Services group, and more recently was tapped to consolidate all content planning, development and strategic messaging into a single department.

Julie Wright was also promoted to director of the Red House Client Services group. For the last four years, Wright has served clients as a senior client services manager, and will now head up the Client Services department.

Joe Youngs has been hired as the new senior vice president of the Red House Consulting group, with responsibility for ensuring that clients are optimizing their existing marketing programs, marketing technology and sales infrastructure. While Red House is already recognized nationally as one of the top 50 B2B strategic

marketing agencies, Youngs' deep experience in data and analytics will increase the depth of Red House consulting in areas such as omnichannel strategy, modeling and segmentation.

Youngs joins Red House from Rauxa, where he served five years as chief data and analytics officer, as well as past agency and client leadership roles with Digitas, Equifax and Cox Communications.

"We're thrilled that Joe has agreed to lead our Consulting Services group, and the timing couldn't be better as clients are increasingly seeking assurance that they're doing everything possible to build results, not budgets," said Dan Hansen, senior partner at Red House.

The expansion of consulting services is the latest move by Red House to deepen its core capabilities.

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ABOUT RED HOUSE

Red House B2B Marketing helps clients achieve results through strategic planning, account-based marketing and content marketing, as well as services such as automation support, content development, creative and analytics. Our expertise includes healthcare, financial, manufacturing, supply chain, technology and telecom. To learn more, visit www.redhouseb2b.com.

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