

Red House B2B Marketing Adds Leadership in Client Management

Atlanta Marketing Firm Names VP of Client Management

ATLANTA – June 4, 2019 – In support of the ever-evolving B2B marketing landscape, Red House has further strengthened its management team by hiring an industry veteran to lead Client Management.

Citing client growth, driven particularly through its B2B data-driven technology and digital marketing services, the firm sought an experienced candidate to lead its client services team.



Melanie Skotarski was hired as Vice President of Client Management, and joins the firm with 20 years of experience that includes senior management roles for clients and agencies. Skotarski joins Red House

from First Data, and her extensive experience in leading teams to market data and technology-based products will further increase the firm's ability to effectively help clients achieve their goals.

“We are constantly pushing the envelope with new and innovative ways to engage our B2B clients’ customers and prospects, with a seamless and personalized user experience that is increasingly driven through data and digital,” said Joe Youngs, Senior Vice President and Head of Consulting Services at Red House. “Melanie brings a depth of skill and experience that is already making an impact on the strategic recommendations and breakthrough creative product that Red House delivers for clients,” he added.

Red House B2B Marketing helps clients achieve their goals through strategic, data-driven marketing programs that drive positive results. The agency is a full-service firm offering integrated solutions such as account-based marketing, content and digital marketing, and services such as analytics, automation, creative and website development.

ABOUT RED HOUSE

Red House B2B Marketing helps clients achieve their goals through strategic, data-driven marketing programs that drive measurable results. The agency is a full-service firm offering integrated solutions like account-based marketing, content and digital marketing, and services such as analytics, automation, creative and website development. To learn more, visit www.redhouseb2b.com.

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