

Red House B2B Marketing Adds to Leadership Team

Atlanta Marketing Firm Names VP of Marketing Operations

ATLANTA – July 1, 2020 – Red House B2B Marketing has further strengthened its management team by hiring an industry veteran to lead marketing operations for the agency.

Citing the increased complexity across its B2B data-driven technology and digital marketing services, the firm sought an experienced candidate to lead marketing operations which includes automation, CRM, digital, social and account-based marketing programs.

Grey Williams was hired as Vice President of Marketing Operations and joins the firm with 25 years of experience that includes senior management roles for national and global agencies such as Digitas, Moxie, BKV and Critical Mass. Williams joins Red House from Rangle.io, and his extensive experience in data strategy, marketing automation and overall digital execution 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. “Grey 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. To learn more, visit www.redhouseb2b.com.

ABOUT RED HOUSE

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Steve Reeves | Red House B2B Marketing | 770.475.2103

www.redhouseb2b.com

