



THE HALO GROUP

PRESS RELEASE

For Immediate Release

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**The Halo Group Revs Up Marketing Communications
Selecting James Best as VP Marketing, Business Development**

NEW YORK, March 18, 2015 – [The Halo Group](#), a New York-based branding and marketing communications agency announced a revved up business strategy for the New Year, with key recruit, Senior Vice President, Marketing and Business Development, James Best.

James brings with him more than 15 years experience in global marketing communications, brand strategy, client services and business development having worked with some of the world's most recognized brands, including McDonalds, Pepsi, Nissan, Michelin, Accenture, Mars and BMW as well as some of the world's most recognized challenger brands, including John Hancock, Bank of New York Mellon, Kia Motors and Zappos.com.

"I was really attracted to how The Halo Group was constructed, having all of their disciplines under one roof, allowing for cross-functional collaboration and an organizational agility which will no doubt elevate us as we grow the business over the next few years," said Best. "I am thrilled to have this opportunity to join The Halo Group and spotlight all of our wonderful work."

In his role at Halo, James will oversee all marketing and new business efforts, including positioning and promoting the agency to key stakeholders, increasing the agency's business performance metrics and enhancing the interconnected strategies across the agency's core disciplines.

"James is a successful and strategic marketing and business development leader, who uses business intelligence in his approach to all projects and clients," said Halo's Chief Executive Officer [Linda Passante](#). "I am pleased to welcome him to our team."

Mr. Best is a graduate of Providence College and was a member of Rick Pitino's Final Four Basketball Team, he also holds a Master's Degree from Columbia University and is a member of the 4As, The American Marketing Association and the National Sports Marketing Network.

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About The Halo Group

The Halo Group is a marketing communications and branding agency that helps

companies bring value to every experience a customer has with their brand. To do this, Halo brings together experts in business, branding, creative, public relations, digital, traditional and social media to work as a single team. They are working alongside a select group of international, national and regional clients to build relationships around the globe. Halo's work and staff have been honored with some of the industry's top awards; Telly, Webby, and Internet Advertising Competition Awards. Founded in 1994, The Halo Group is independently owned agency, headquartered in New York and is a member of AMIN, AAAA, PRSA, AMIN, NAWBO, and a recognized MWBE. Visit www.thehalogroup.com to see how we shine.