

*Prosper Group/Doug Baxter Announcement Release 06.15.16
For Immediate Release*

Doug Baxter is the latest Addition to Prosper Group's Growing Team of Strategic Advisors

*A leader in digital marketing, Baxter to provide business growth and
profitability strategies for firms expanding digital capabilities*

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Date Line – Prosper Group, a leading advisory firm to owners of marketing communication agencies, announced the appointment of Doug Baxter as Senior Counselor.

“Doug is an expert at putting digital into an agency’s DNA,” Alex Halbur, Prosper Group’s General Manager stated. “He is highly skilled at leading independent agency owners in the development of digital and creative capabilities in order to remain relevant and enhance their competitive position in the marketplace.”

According to Halbur, clients are demanding greater sophistication from their agencies in the form of analytics, digital content, user experience and deeper social media strategy. He also noted that many traditional, independent public relations and public affairs agencies are unsure with how to best become more digitally focused. “Doug will lead Prosper Group’s comprehensive approach in developing agency-specific strategies including designing, building and staffing in-house capabilities and integrating the digital offerings with a firm’s more traditional service offerings,” Halbur said.

Prior to joining Prosper Group, Doug served as Managing Partner at M&C Saatchi’s North American digital and social agency SHARE during a period of explosive

revenue growth. Additional experience includes creating iO Group, one of the U.S.' and Europe's fastest growing online media groups. Baxter also started Robot & Child, a marketing firm that was eventually acquired by Fraser Communications. In total, Doug has started, acquired and sold over 15 different agencies and digital brands across the marketing communication spectrum.

“An entrepreneur throughout his career, Doug has founded, grown and sold numerous digitally focused agencies. Through those experiences, he is very familiar with the merger & acquisition process and has extensive knowledge of the global digital buying community,” David Bosses, leader of Prosper's M&A practice added.

Doug will be located at the heart of the burgeoning U.S. digital hotbed, Silicon Beach in Los Angeles.

About Prosper Group

Alex Halbur and David Bosses founded Prosper Group in September 2014 to bring the expertise of former agency owners and leaders of global agencies to independent agency owners looking for support in charting a course for their future. Prosper Group serves as performance improvement, organizational development and transaction advisors to owners of marketing communications agencies. Prosper Group has offices in New York, Washington DC and Los Angeles.

Additional Information www.prospergroup.net.