

*Prosper Group Announcement Release
For Immediate Release*

Rapid Growth Sparks Prosper Group to Add Four Top Marketing Professionals to Team of Strategic Advisors

Long-time Agency and Industry Veterans Kathy Cripps, Rum Ekhtiar, Ken Jacobs and John Seng Tapped to Help Agency Owners Build, Improve or Sell

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NEW YORK – Feb. 10, 2017 – Prosper Group announced the addition of four high-profile marketing communications strategic advisors in response to its rapidly growing agency client roster. Kathy Cripps, Ken Jacobs and Rum Ekhtiar will join the firm’s office in New York, while John Seng will be based in Washington D.C – further solidifying Prosper Group’s position and reach as the leading national advisory firm to owners of marketing communication agencies.

“We’ve recently experienced an explosive growth in business, specifically with clients looking for help in areas typically faced when agencies are looking to grow, such as developing a next generation leadership team and improving the agency new business development approach or a key leader(s) ability to sell agency services through the new business process,” said David Bosses, Partner and M&A Practice Group leader at Prosper Group.

Prosper Group was developed to help owners of marketing communications firms eliminate obstacles to agency’s growth, design and eliminate succession plans and facilitate M&A related transactions. Advisors work closely with clients to ensure their

agency can support the owner's specialized, desired path for transition and help them find a meaningful transaction.

"With decades of knowledge leading and advising marketing and communication companies from all over the world, the combined acumen of these new advisors will offer specialized insight to help our clients accelerate and amplify their growth trajectory," added Alex Halbur, Prosper Group's Managing Partner. "Their addition will allow us to better address the specific issues our clients are facing in the ever-evolving realm of public relations, digital, branding, advertising and public affairs."

About Prosper Group's newest members:

Kathy Cripps:

Former President of the PR Council for more than 14 years, Kathy has specialized insight into the evolution of the marketing and communications industry. She had a successful career with two multinational PR firms, and was the founder/principal of an independent healthcare PR firm that was successfully sold. She has held leadership positions in healthcare and consumer marketing at today's leading PR and marketing firms, counseled CEOs, worked with procurement and created learning and development programs for employees. Kathy also serves as a board member of the PRSA Foundation, which focuses on diversity and inclusion in the public relations industry.

Rum Ekhtiar:

A respected industry expert with a proven track record of generating multi-million dollar opportunities, Rum has been helping agencies transform and grow for nearly 20 years – holding senior business development roles at three global agencies. A former expat with on-the-ground experience in Europe and Asia, he's led global teams across healthcare, technology and financial services. Most recently, Rum launched an integrated marketing practice at Ruder Finn called RF Radius – growing the team to 26 and fees in the double digit millions in the short span of two and half years.

Ken Jacobs:

An industry-leading coach for PR and communications agency owners and senior leaders, Ken is a regular advisor and presenter to PRSA and has held leadership roles with the top PR and marketing firms. He is also an Associate Certified Coach of the International Coach Federation (ICF), and is certified by the Institute for Professional Excellence in Coaching as a Certified Professional Coach (CPC).

John Seng:

A 35-year veteran of multinational PR firms, John's expertise includes counsel to agency leadership on client service, management and personnel issues; agency branding, marketing and trouble-shooting. John built Spectrum Science Communications, Inc., and now oversees the process of a successful succession and internal sale. Spectrum was honored as the 2016 Holmes Report Healthcare Agency of the Year and employs a staff of 80 with offices throughout the U.S. In addition, John founded GLOBALHealthPR, the only worldwide network of independent agencies focused exclusively on healthcare. He was elected to the Arthur W. Page Society of communications counselors in 2015.

About Prosper Group

Prosper Group was founded 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, succession planning and M&A transaction advisors to owners of marketing communications agencies. Prosper Group has offices in New York, Los Angeles, Washington D.C. and San Francisco.