

## For Distribution

### Prosper Group Adds Senior Counselor Rich Jernstedt To Team of Strategic Advisors

**CHICAGO – March 21, 2018** – Strengthening its reach as the leading national advisory firm to owners of marketing and communication agencies, [Prosper Group](#) today announced the addition of former agency CEO, Rich Jernstedt, to the firm’s roster of strategic advisors.

Rich was CEO for 12 of his 26 years at Golin, where he helped develop the one-office firm to one of the largest integrated communications agencies in the world. He recently spent four years as a consultant to the global public relations firm, Porter Novelli. During part of his seven years at Fleishman Hillard, he was its CMO.

“The addition of Rich Jernstedt to our team provides our clients access to strategic and practical guidance toward building an agency of the future,” commented Alex Halbur, managing partner at Prosper Group. “Rich’s depth of experience as an agency leader will help guide today’s agency CEOs through the challenges and opportunities of growth and development.”

Prior to his work in communications agencies, Rich spent five years in the corporate and marketing communications department of a global packaging firm. He traveled around the world on Navy aircraft carriers for three years as a Public Affairs Officer.

Rich has been a board member of the Arthur Page Society and currently serves as co-chair of the Development Committee. He was a board member of the Institute for Public Relations and a founding board member and chairman of the PR Council (formerly Council of Public Relations Firms). Rich will continue to lead his consultancy, The Jernstedt Company, located in Chicago.

“I’m looking forward to sharing my decades of business acumen to the list of services Prosper Group offers clients, and helping the company grow its reach in the Midwest,” added Rich Jernstedt.

#### About Prosper Group

Prosper Group was founded in September 2014 to bring the expertise of former agency owners and industry leaders to help guide independent agency owners. Prosper Group provides guidance on agency performance improvement, organizational development,

exit planning and equity-related transaction. Services are specifically designed to help agency owners improve their firm's business performance, define their personal end game, and provide a strategy for achieving these goals. Prosper Group has offices in New York, Chicago, Los Angeles, Washington D.C. and San Francisco.

Contact:

- Alex Halbur: [alex@prospergroup.net](mailto:alex@prospergroup.net) [310 936 3774]
- Doug Baxter: [doug@prospergroup.net](mailto:doug@prospergroup.net) [310 430 6938]