

NEWS RELEASE

FOR IMMEDIATE RELEASE

August 3, 2016

FOR MORE INFORMATION

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ER Marketing Celebrates 15-Year Milestone with Expansion*Agency announces new PR/content strategy team, office expansion and four new hires*

Kansas City, Mo., – Aug. 3, 2016 – ER Marketing is celebrating its 15-year anniversary with the launch of its PR/content strategy team, the hiring of four new team members and the expansion of the agency's Kansas City office.

Kate O'Neill Rauber joins ERM as vice president of the newly formed PR/content strategy team.

O'Neill Rauber has nearly 20 years' experience advising top brands in the financial services, healthcare, technology, senior living and hospitality industries.

O'Neill Rauber will lead ERM's expanded PR/content service offering including earned and owned communications; thought leadership; internal and executive communications; writing; change management; and crisis communications. Prior to joining ERM, O'Neill Rauber was a communications consultant advising public and private companies.

ERM previously provided PR/content strategy to clients but this is the agency's first team dedicated to the function. The new team also marks the B-to-B agency's second business expansion in six months. ERM announced its digital marketing team in early 2016. The PR/content and digital specialties join the agency's existing services that include branding, design, sales management, trade shows, web and social media.

"We started ERM 15 years ago with a focus on the building products industry and this remains an important segment for us," said ERM Co-Founder Elton Mayfield. "The industries we serve continue to expand, though, and with the addition of Kate and her clients, our reach now spans clients in technology, healthcare, professional and financial services, and ultimately, the consumer space."

In addition to the agency's expanded services and industries, the ERM team has doubled in the last four years. Joining O'Neill Rauber as the newest members of the agency's team are Wade Callow, digital marketing specialist; Chris Lericos, graphic designer; and, Alex Palm, account executive.

ERM will expand its Kansas City office by one-third to meet space demands generated by new business growth and new talent.

"ERM has called several companies 'clients' for more than a decade. Knowing the dynamic business environment in which we work, we're grateful for this longevity and the enduring trust these clients have in us," said ERM Co-Founder Renae Gonner. "As we look toward our next 15 years, there's a continued focus on growth, as well as to adding more clients to our track record of long-tenured partnerships."

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ER Marketing is one of the most recognized and awarded business-to-business marketing firms serving clients in building products, technology, as well as the professional services industry. Founded in 2001 and located in Kansas City's historic River Market district, ERM combines big-agency scope with small-agency accessibility. Connect with [ER Marketing](#) on [Facebook](#), [Twitter](#) and [LinkedIn](#).