



**PROFESSIONAL SERVICES MARKETING, INC.**

Targeted Strategies for Business Growth

**FOR IMMEDIATE RELEASE**

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**Professional Services Marketing, Inc. Increases  
its Marketing Consulting Team and Creates Firm Administrator Role**

*New team members expand the company's outsourced marketing department service offerings*

**MINNEAPOLIS** (August 2, 2006)—Professional Services Marketing, Inc. (PSM) has again expanded its marketing team, adding two new members to assist PSM in serving as the outsourced marketing department for its clients. Katie Welch-Peterson joins the PSM team to provide strategic public and media relations services to smaller services firms. Tema Rosenbaum joins PSM as a marketing research consultant. In addition, Project Manager Kathy Snell has taken on the newly-created position of firm administrator along with her other responsibilities.

PSM President Terrie Wheeler is excited about the high caliber talent attracted to her firm: "PSM's client base has grown considerably this year which has necessitated additional hiring of the best and brightest in the services marketing industry. We offer our clients only the highest quality work product and accomplish this through an extremely talented and experienced team that works cost-effectively as our clients' outsourced marketing department."

Katie Welch-Peterson brings more than 14 years of public and media relations experience to PSM where she serves as a public relations project manager. She has extensive experience working in several Minneapolis advertising and public relations agencies and has worked on a variety of consumer, retail and business-to-business accounts. Welch-Peterson has worked on behalf of clients on local and national levels leveraging and building media relationships. She has a bachelor's degree in mass communications from Augsburg College in St. Paul, Minn.

Tema Rosenbaum brings extensive market research expertise to PSM. As a market research consultant, Rosenbaum consults with PSM clients on a wide variety of primary and secondary research needs. Rosenbaum has worked in marketing research for several large companies including Best Buy, Pillsbury and the *Minneapolis Star Tribune*. Rosenbaum has an MBA from Northwestern University, and a B.S. in marketing from the Kellogg School of Management at the University of Pennsylvania.

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Kathy Snell has been with PSM for more than three years in the role of project manager in the areas of marketing, research and strategy, website management, and administrative management. Snell adds the role of firm administrator to her responsibilities and will work closely with Wheeler in the areas of general operations, human resources, finance, information technology, supervision, and website management. Snell has a B.S. degree from the University of Minnesota.

**About Professional Services Marketing, Inc.**– Professional Services Marketing (PSM) is a consulting firm dedicated exclusively to working with professional services firms by serving as the outsourced marketing department for clients.

Founded in 1996 by marketing veteran Terrie Wheeler, PSM's goal is to help professional services firms and individual professionals develop and implement creative, cost-effective and results-oriented strategies to grow their businesses.

PSM helps clients drive revenue into their firms by applying a comprehensive approach to strategic marketing within "The Four Pillars of Marketing:" expanding relationships with existing clients, attracting new clients, increasing name recognition and awareness, and utilizing targeted and effective communications.

PSM's marketing professionals work as a cohesive team; ensuring clients receive the best possible service and expertise to match their unique, strategic marketing needs. The Professional Services Marketing team serves clients in the areas of business and marketing strategy development, marketing project management, market research, internal and external communications, graphic design, copywriting, Website development, public and media relations, and more.

PSM represents clients in the legal, financial, business consulting, education, healthcare, human resources, non-profit, technology, and other service industries. For more information, visit [www.psm-marketing.com](http://www.psm-marketing.com).

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