

## **PRESS RELEASE**

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## **FOR IMMEDIATE RELEASE**

### **3 BIRDS MARKETING WELCOMES NEW DIRECTOR OF MARKETING *Gary Galloway brings over 12 years experience from Triangle area***

**JANUARY 28 – CHAPEL HILL, N.C.** – 3 Birds Marketing, an interactive marketing agency, recently appointed Gary Galloway as their new director of marketing. Galloway joined the 3 Birds Marketing team in early January and will be in charge of coordinating the multi-channel marketing strategies of the company’s growing client base.

“We are extremely excited to welcome Gary to the 3 Birds team,” said Kristen Judd, President and Co-Founder. “His direction will help us to streamline our interactive marketing approaches and will allow us to take on more customers. We’re very happy to have him in our office.”

Prior to joining the crew at 3 Birds Marketing, Galloway served as director of Automated Interactive Marketing Solutions for Capitol Broadcasting Company. There he helped the traditional broadcasting company create new revenue streams by providing a software solution to local clients as well as offering interactive marketing solutions.

Galloway is very familiar with marketing solutions for companies in the automotive industry, part of the 3 Birds Marketing client base. From 2008 to 2010, Galloway coordinated and executed all interactive and traditional marketing and advertising campaigns for the Crossroads Automotive Group, with stores located throughout North Carolina and Virginia. He has also worked in various Software Product Management roles for The Nielsen Company.

Galloway attended Appalachian State University for his undergraduate education and obtained advanced degrees from Vanderbilt University and the University of South Florida.

Galloway is also an avid marathon runner and launched a non-profit organization called Run Diabetes Run through which he hopes to raise \$1 million dollars to provide funding for diabetes research by running a marathon in each of the 50 states. He has also served on the Board of Directors for Girls on the Run of the Triangle since 2008.

### **ABOUT 3 BIRDS MARKETING**

3 Birds Marketing relocated to Chapel Hill from San Ramon, Calif., in mid-2010. The company, which specializes in e-mail, web and social media marketing, offers an integrated marketing and communications platform for clients. The strategy creates a comprehensive marketing loop for clients that promotes customer engagement, delivers better qualified leads, increases conversions, and provides marketing analytics and data to 3 Birds customers, which are scattered across the country, from South Carolina to California. To find out more about 3 Birds Marketing, visit [www.3birdsmarketing.com](http://www.3birdsmarketing.com) or contact us at (888) 391-7565.