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***For Immediate Release***

***STRATEGIC HIRES SENIOR TALENT TO TAKE BRANDS NEW PLACES, AND  
PROMOTES WITHIN***

**NEW YORK, January 26, 2009** – **STRATEGIC** (formerly Strategic Sports Group, Inc.), the sports and entertainment sponsorship marketing agency dedicated to taking brands places they've never been and proving ROI, today has announced a new senior addition to the team as well as an internal promotion.

**Cristina Ramos:**           Joining staff as **Senior Account Supervisor**  
**Ali Bennett:**             Promoted to **Senior Account Executive**

**Cristina Ramos** joins STRATEGIC in the position of **Senior Account Supervisor** as an experienced marketer in strategic planning and creative brand marketing for industry leading clients in business, entertainment, fashion, travel, consumer products and trends. She is committed to developing innovative experiential marketing programs that help brands engage with consumers in authentic and relevant ways. Prior to working as an independent consultant, Cristina worked at trend marketing consultancy Faith Popcorn's BrainReserve on clients such as Splenda, Neutrogena, Colgate, Bally Total Fitness, Johnson & Johnson and Pepsi. Her work on the Tylenol Ouch! lifestyle campaign targeting the youth market earned a gold Effie Award in 2006.

Her natural curiosity for technology, passion for bringing people together and entrepreneurial spirit was what drove her to work as a partner in creating and marketing Rowboat, an exciting new bidding game of strategy and precision, scheduled to launch in the upcoming year. Cristina graduated from Fairleigh Dickinson University (Madison Campus) with a Bachelor of Science in Marketing and served as a captain of the women's soccer team.

**Ali Bennett** was promoted to **Senior Account Executive** recognizing her outstanding efforts on behalf of clients such as GlaxoSmithKline and Modell's Sporting Goods.

Commenting on the hire and promotion, President Peter Stern said, "There is no more satisfying feeling than adding to our growing staff and recognizing the accomplishments of our people through promoting them internally. Strong leadership and internal growth are foundations of the STRATEGIC culture."

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### **About STRATEGIC**

STRATEGIC, founded in 1997 and headquartered in New York City, uses proprietary methodologies and unmatched expertise to connect brands to passionate consumers; leveraging the power of sports, entertainment and lifestyle marketing. Our team brings extensive experience and unsurpassed energy onto the field for category-leading clients. Specializing in strategy development and comprehensive measurement, **we take brands places they've never been, and we prove it delivers ROI.**

[www.strategicagency.com](http://www.strategicagency.com)