



Media Contact: Will Davis  
Phone: (443) 345-1693  
Email: [will@rightsourcemarketing.com](mailto:will@rightsourcemarketing.com)

**FOR IMMEDIATE RELEASE**

## **Right Source Marketing Acquires BMore Integrated to Fuel Continued Growth in Digital Marketing Consulting and Services**

*Marketing Veteran Michael Teitelbaum Joins Right Source Marketing Leadership Team to Focus on Growing New Business and Staffing*

Baltimore, MD and Reston, VA – April 18, 2012 – Right Source Marketing, a marketing firm that helps clients grow top line revenue with a unique blend of strategic marketing consulting and services, announced today that it has completed the acquisition of BMore Integrated and has successfully joined all business operations. The merged entity will operate under the Right Source Marketing name and will continue to offer services that range from fully outsourced marketing leadership and execution to specialized services in areas like digital marketing strategy, content marketing, and social media marketing.

Michael Teitelbaum from BMore Integrated will join Will Davis and Mike Sweeney as a Managing Partner in the Baltimore office of Right Source Marketing. Teitelbaum's career includes executive management and advisory roles at growth stage companies including e.Magination, Mom.com, Eisner Interactive, TruePresence and South Central Media.

"BMore Integrated is guided by the same principles that guide Right Source Marketing – strategy before tactics, messaging before communication, education before execution – and that makes this a perfect fit," said Davis. "Given our aggressive growth plans for 2012-2013, Michael's addition to our leadership team comes at a critical time. His experience guiding companies through high growth periods will reap benefits for our staff, clients and partners immediately."

"What attracted me to Right Source Marketing was their ability to stay ahead of the curve. While many firms are just now *talking* about areas like content marketing, Right Source has been *executing* content marketing programs for clients for years," said Teitelbaum. "I'm also thrilled to be working with Will Davis and Mike Sweeney again. Our shared vision, mission and core values will allow us to continue to grow Right Source into a top destination for digital marketing talent, which in turn will allow us to help more clients achieve their marketing objectives."

### **About Right Source Marketing**

Right Source Marketing is a marketing consulting firm that provides clients with a unique blend of strategic consulting and digital marketing services. With offices in the Washington DC and Baltimore areas, the firm works with over 30 clients to create unique, effective and measurable solutions to each organization's unique marketing challenges. For more information, visit <http://www.rightsourcemarketing.com>.

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