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## **Dailey Marketing Group Announces New Vice President, General Manager**

Rancho Santa Margarita, California, June 30, 2009 ... Agency veteran Jeff Turcotte has been named Vice President and General Manager of Orange County-based Dailey Marketing Group (DMG). He will be responsible for the day-to-day operation and long-term growth of the agency. "Jeff brings significant experience in agency management and strategic planning," says Dailey Marketing Group Principal and COO Jeff Dailey.

With more than 20 years of agency management experience, primarily in the healthcare environment, Turcotte sees value in working across a range of industries. "I like that DMG works with a variety of industries and has such a broad offering of services. This keeps our creative fresh and affords us different ways to look at common marketing problems," says Turcotte. "My job is to look for opportunities to add value to existing clients while bringing DMG's unique blend of strategic and creative efforts to more companies."

In addition to agency management experience, Turcotte also spent more than 14 years in sales and marketing on the client side, giving him a real-world understanding of the challenges of branding, marketing and advertising

Turcotte has a Bachelor of Science degree from Boston College and an MBA from Pepperdine University. He moved to Southern California in 1979 and currently lives in Irvine with his wife and teenage daughter.

Dailey Marketing Group is a full-service marketing and communications agency – named one of the top 50 agencies in Orange County nine years in a row by the Orange County Business Journal. DMG also offers eMarketing services through its eTargeting division and promotional item design and sourcing through DMG Promotions.

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