



FOR IMMEDIATE RELEASE

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Nikki Leonardi Joins ClearEdge Team as Marketing Director

Expanding firm to lean on Leonardi for project management and writing expertise

Chicago, IL (August 6, 2008)— ClearEdge Marketing, a firm specializing in outsourced marketing solutions for professional services firms, has hired Nikki Leonardi, former Senior Account Manager for Sterling Research Group, as Marketing Director.

With more than 10 years of professional experience in marketing, market research, project management and sales, Leonardi has worked for companies including Sterling Research Group and Hudson Highland Group. At Sterling, she was responsible for managing multiple projects worth over \$1 million in annual revenue for clients including Wachovia, Charles Schwab and AAA Auto Clubs. In her role as North American Marketing Project Manager for Hudson Highland Group (formerly known as TMP Worldwide/Monster Inc.), Leonardi directed market research activities and was involved in strategic planning, survey data analysis, vendor management, technology requirements and budgeting initiatives.

At ClearEdge, Leonardi's responsibilities will include a blend of project management, business development and writing. Specific client support includes the development of marketing and sales collateral, thought leadership articles and research material, public relations tools, target account programs (TAP) and keep-in-touch programs (KIT).

"I'm excited by the level of talent we have acquired in Nikki," commented Leslie Vickrey, ClearEdge Marketing president and founder. "She's a proven communicator whose past experience with industry leaders Sterling Research Group and Hudson Highland Group will help ensure that our clients continue to receive unparalleled service and marketing support."

"Joining the ClearEdge team is a great opportunity, as it's a highly-regarded company with a proven track record," said Leonardi. "I'm thrilled to be joining a team known for its marketing expertise in the professional services realm and look forward to jumping in feet first!"

Leonardi holds a Bachelor of Arts degree in Psychology from the University of North Carolina at Asheville. She has completed AIRS Diversity Training, which teaches recruiters how to find diverse candidates on the Internet via social networks and job boards, as well as association, publication and university Web sites. Leonardi is a member of the Junior League of St. Petersburg, St. Petersburg Panhellenic, International Moms Club of St. Petersburg and is an Alpha Xi Delta alumni.

About ClearEdge Marketing

ClearEdge Marketing, headquartered in Chicago, IL, provides exceptional outsourced marketing services to small- and medium-sized professional services firms around the world. The ClearEdge team combines in-depth industry knowledge, technological savvy and creative talent to provide clients with the highest level of service integrity and maximum return on their marketing investment. Companies that rely on ClearEdge's expertise include Harvey Nash, NACCB, RiverPoint, TeamSoft, KoreOne, Galmont Consulting and The Armada Group. To learn more, please visit www.clearedgemarketing.com.

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