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Seroka Expands National Reach with New East Coast Office

WAUKESHA, Wis., January 31, 2012 – Seroka, a full-service Certified Brand Development and strategic communications agency that serves a nationwide client base, is pleased to announce the opening of its East Coast office in the Charlotte, N.C., area. With offices in Wisconsin, California and North Carolina, the agency is now strategically positioned to truly offer second-to-none client service nationwide.

“Our new East Coast office is located in an area with a dynamic, growing economy,” said Patrick Seroka, President and CEO of Seroka. “We chose this area because it provides easy access to Atlanta, Nashville and Knoxville as well as Charlotte. We have always been national in scope, but our new location will allow our staff to be even more accessible to clients located in the Southeast and on the East Coast.”

Brent Campbell, Director of Business Development for Seroka, will head up the new office. Campbell has more than 12 years of agency experience and 20 years of healthcare marketing experience, having worked in both hospital and senior living settings. Campbell has ties to the region and plans to help Seroka add more clients to its portfolio, mainly focusing on the key industries of healthcare, manufacturing and mortgage.

Campbell, who previously worked with Seroka in its Wisconsin office for seven years before moving to the Southeast in 2008, is happy to be back with the agency.

“Working with the Seroka team again is an opportunity I couldn’t pass up,” Campbell said. “I’m obviously very excited about the opportunities for the agency to grow in this region and look forward to sharing our proven track record of success with new clients.”

For more than 25 years, Seroka has been a marketing and PR resource for some of the nation’s foremost entrepreneurial brands, providing strategic marketing and brand development that creates a competitive edge for clients. For more information, please visit www.seroka.com.

About Seroka

With offices near Milwaukee, Wis., Los Angeles and Charlotte, N.C., Seroka is a Certified Brand Development and strategic communications firm specializing in the healthcare, manufacturing and mortgage industries. For more information, call 1-866-379-0400 or visit www.seroka.com.

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