

Family Office Exchange Expands Executive Team

Firm Hires Veteran Marketer to Elevate Profile, Drive Further Growth

CHICAGO, July 19, 2010 – Family Office Exchange today announced the appointment of veteran marketing executive Marvin J. Pollack to the position of director of marketing.

Pollack brings to Family Office Exchange more than 25 years of global corporate and agency marketing experience, including 15 years with Leo Burnett Company, where he was responsible for a number of major consumer brands.

In his new role, Pollack will refine Family Office Exchange's marketing strategy and lead the development and execution of branding initiatives to raise awareness globally of Family Office Exchange as the leading provider of research, education, networking and consulting services to private wealth owners, single- and multi-family office executives, and wealth advisors worldwide.

"We are very excited about the addition of Marv to our team," says Family Office Exchange President John Benevides, to whom Pollack reports. "His expertise in marketing and social media, combined with a deep understanding of wealth owners and family offices, will take our brand to the next level as we expand our product and service offering."

In addition to the executive positions he held at Leo Burnett, Pollack has served as director of marketing programs and advertising for Midway Airlines, director of advertising for Hyatt Hotels Corporation, president of Pitzel & Pollack Advertising, vice president of corporate communications for Océ North America Inc., and senior vice president of marketing communications for comScore Inc.

Notable among Pollack's accomplishments are the launch and branding of American Trans Air's scheduled passenger service, the transition of Océ from traditional advertising and marketing vehicles to all digital media, and the enhanced awareness and reputation of comScore as the leader in the measurement of digital media. He has launched three websites as part of his work with Océ and comScore and has considerable experience in developing branding, messaging and web designs that align with a company's vision and mission.

Pollack holds an AB degree in economics from Princeton University, an MBA from Stanford Graduate School of Business, and a Certificate in Private Wealth Management from the University of Chicago Booth School of Business.

He serves on the board of directors of Marksmen Inc. and Windy City Media Group.

About Family Office Exchange

Family Office Exchange (FOX) is a definitive source of knowledge and best practices associated with the business of managing family wealth. For more information, please visit www.familyoffice.com.

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