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**The Unicorn Group adds Martha Dowd as Managing Director**  
*Former aerospace marketing and sales executive joins team*

Washington, DC (April 19, 2010) – The Unicorn Group is proud to announce that Martha Dowd has joined the team as a Managing Director. Dowd joins the team from Epoch Partners, an Interim Executive management firm, where she held the position of Vice President of Sales. In that role, she successfully targeted opportunities for company growth in client resources and the expansion of regional markets.

“We are very happy to have Martha come on board,” says John Aggrey, Chairman and CEO of the Unicorn Group. “Martha adds a new dimension to our business, and having her here will allow us to reach out to companies we were never able to before.”

Dowd’s career includes management positions with Bombardier Aerospace, the third largest aerospace company in the world with over \$15 billion in revenue. She was also Vice President of Sales with Skyjet, an internet-based jet charter company, which was subsequently acquired by Bombardier Aerospace, and led the Mid-Atlantic regional sales for its sister company, Flexjet. Prior to that, Dowd was the former Director of Sales for the Washington, DC office of Boston Coach, where she initiated new marketing strategies and led the sales team to exceed annual sales goals.

"I have always enjoyed the challenge in getting new projects off the ground and the rewards that come with setting the target and then hitting it," says Dowd. "I am excited to work with The Unicorn Group in providing solutions to companies who ask for our expertise to bring them to the next level."

In addition to Martha Dowd, The Unicorn Group plans to continue bringing seasoned business development executives on board over the next few months.

**About The Unicorn Group**

The management of The Unicorn Group brings over 50 years of collective experience and has spent over 20 years developing a process of **Executive Relationship Marketing (ERM)** patterned after the Asian principles of *Guanxi* (pronounced *Guan-chee*). With a personal network of over 2,400 senior executives in the United States and around the world, we screen the technology landscape to identify hard to find, best-of-breed, early stage business solutions and present them to relevant decision-makers in targeted industry verticals across corporate America to create efficiencies and optimize productivity.

For more information, please visit [www.useunicorn.com](http://www.useunicorn.com) or contact CEO John Aggrey at 202-460-1150 or [jwaggrey@useunicorn.com](mailto:jwaggrey@useunicorn.com).

