

CONTACT:

Seth Mininsohn
RMR & Associates
(301) 230-0045 ext.360
smininsohn@rmr.com

The Unicorn Group adds former J.P. Morgan executive to new Board of Advisors

Bateson brings over two decades of leadership experience to the team

Washington, DC (May 12, 2010) – The Unicorn Group is proud to announce that Marcia Bateson has agreed to join the Unicorn Group’s newly formed Board of Advisors. The Board of Advisors will be responsible for helping drive the development of The Unicorn Groups’ clientele as the company continues to grow.

“We are thrilled to have an executive of Marcia’s caliber serve as an advisor to our group and our clients,” says John Aggrey, Chairman and CEO of the Unicorn Group. “Her laser focus on a company’s ROI and her unique ability to communicate the “must do” is mission critical for any organization.”

Marcia comes to The Unicorn Group with a wealth of experience. For over two decades Marcia held leadership positions with J.P. Morgan and its subsidiaries. She served as Chief Financial and Chief Administrative Officer for J.P. Morgan Partners, formerly Chase Capital Partners, where she overhauled an outdated infrastructure and integrated 6 acquisitions, while keeping the group fully operational during the transition. As VP of the Global US & UK Securities Servicing Division, she was the Chief Operating Officer of the transition management team when J.P. Morgan sold this division to the Bank of New York, entailing the transfer of \$1 Trillion in Securities, 800 clients and 800 professionals.

In 2002, Marcia co-founded David Bateson Group, LLC and was retained by Top 10 Financial services firms as a turnaround specialist to advise on organizational redesign, develop strategic and financial solutions to major issues, and later to successfully implement these plans.

“I am excited to join the Board of Advisors at the Unicorn Group,” says Bateson. “John and his team have built a great organization with plenty of room for growth, and I am looking forward to coming on board and sharing my knowledge to help the organization grow even larger.”

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.

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