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BEM Group's Growth Continues:

Firm's Expertise Reflects Expanding Influence of Design, Marketing and Technology Convergence on Business Success

New BEM Hires in Design, Marketing and Client Services Enrich Offering

GREENSBORO, N.C., January 16, 2012 – [BEM Group](#), which includes [BEM Interactive](#), an industry leader in interactive design, development and marketing, and [BEM Technology](#), known for “Hassle Free IT” managed services, continues its expansion with three new industry veterans in design, marketing and client services.

As the convergence of design, marketing and technology continues to gain importance as a key business driver, BEM Group has positioned itself as a leader in integrating digital and traditional marketing platforms. Poised for continued growth in 2012, BEM Group has added three new seasoned professionals: **Michael Hall**, designer; **Rob Ainbinder**, digital marketing specialist; and **Lisa Thompson**, client services associate.

With 17 years of graphic design and IT experience, **Michael Hall** has joined BEM Group as designer. He specializes in interactive design, including user interface, optimization and site mapping, and has expertise integrating brands across digital and online campaigns. He most recently worked in graphic design and IT systems for Stockton Infrared Thermographic Services, Inc. He received his commercial graphics degree from Randolph Community College.

Rob Ainbinder brings a dozen years of experience in internet marketing, web development and project management to BEM Group as *digital marketing specialist*. At BEM, Ainbinder focuses on web, search, social and email marketing; search engine optimization; pay-per-click; Google Analytics services; and more. Previously, Ainbinder worked with Häfele America Co., North Carolina Zoo and Gilbarco Veeder-Root. He holds a B.A. in marketing from American Public University.

Lisa Thompson joins BEM Group as *client services associate*. Previously, Thompson served in account management, marketing and sales support roles, most recently with Allen Tate Realtors. She holds a B.A. degree in communication from North Carolina State University.

“Today, nearly every business has realized how critical technology solutions are to marketing success and a truly viable competitive edge,” commented Malinda Pengelly, founder and president of BEM Group. “With our new additions, BEM is poised to offer a comprehensive array of design, marketing and technology solutions to our clients...and beyond.”

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About BEM Group

For 15 years, award-winning [BEM Group](#) marketing and technical experts have enabled clients to succeed in today's increasingly technology centric business world. Our team of over 25 professionals has worked with hundreds of organizations to provide comprehensive and customized solutions while empowering clients and supporting the community.

BEM Group includes:

- [BEM Interactive](#) – award-winning interactive design and development as well as full-service marketing services.
- [BEM Technology](#) – comprehensive IT service and support.
- [BEM Education Center](#) – engaging seminars on Internet, marketing and technology topics.

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