



For Immediate Release

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**Verdin Marketing Ink Evolves to Innovative Marketing and Sales Firm**  
*Kristin Johnson joins company as Vice President bringing sales expertise*

*San Luis Obispo, CA* – Verdin Marketing Ink (VMI) today announces that Kristin Johnson has joined the firm as Vice President. Johnson will provide strategic planning, account management and sales consulting services to VMI clients. With the addition of Johnson, the firm will be able to provide a more comprehensive sales and marketing approach for its clients.

“Bringing Kristin on board will enable us to offer this innovative approach to marketing that is sure to build on the success of our clients,” says President Mary Verdin. “We haven’t found any other marketing firm anywhere that offers this extent of services to its clients – and certainly no one in San Luis Obispo County does.” Verdin goes on to say that the expanded services will include business-to-business sales planning and coaching, as well as revenue-generating strategies specifically designed to work in conjunction with the clients’ ongoing marketing tactics.

Johnson is the former Business Development and Marketing Officer for First Bank of San Luis Obispo and has experience in both the strategic and implementation sides of marketing. She also brings a strong sales background to the firm.

Verdin Marketing Ink is located at 1920 Broad St. in San Luis Obispo and serves clients throughout the county, including the San Luis Obispo County Community Foundation, Porch Home and Garden and Sinsheimer, Schiebelhut & Baggett. The firm was started in 2003 and has grown to six people over those two years. Visit them online at [www.verdinmarketing.com](http://www.verdinmarketing.com).

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