



the Laurus Group

Fundraising | Consulting | Capital Campaigns

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-For Immediate Release-

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The Laurus Group Announces New VP of Business Development

September 19, 2011, Atlanta, GA - The Laurus Group is pleased to announce that Mary Barlow has joined our staff as Vice President of Business Development, responsible for new client development, marketing, and our nationally recognized Greek Housing Conference.

“Mary brings an amazing combination of fraternal experience, business acumen, and an unparalleled ability to build strong personal and professional relationships.” stated Brian Bates, Principal. “Her energy and enthusiasm for fraternal issues is contagious and we look forward to having her as part of our team.”

Mary attended Bowling Green State University in Ohio where she earned her Bachelor of Science in Journalism with a Major in Public Relations. While attending BGSU, Mary joined the Beta Mu chapter of Delta Gamma.

After graduation, Mary spent time on the Delta Gamma staff followed by several years in various medical sales positions. She returned to the Delta Gamma staff in 2007, where she served as the Executive Director, overseeing 375 collegiate and alumnae chapters internationally.

“This partnership is a win-win for The Laurus Group and for Mary,” affirms Beth Searcy, International President for Delta Gamma Fraternity. “It leverages her strengths of interpersonal integrity; and skills in outreach, marketing, conference planning and development. The Laurus Group will be well-positioned as an industry leader with Mary in this key new role.”

Mary will begin her position on October 1, 2011 and be based out of Houston, TX.

The Laurus Group is a full-service fundraising and annual communication consulting firm specializing in fraternal organizations. Founded in 2005, The Laurus Group team has over 40 years of fundraising and fraternal experience and has helped clients raise over \$18 million through capital campaigns and alumni communication programs.

For more information, please visit www.thelaurusgroup.net, or contact us at 770-903-3987.