



CerasoliStafford Media Management Announces New Partner, New Firm Name

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San Diego, CA – CerasoliStafford Media Management has announced that long-time media executive Bob Bolinger will join the firm effective July 1, 2020 as a new partner.

Concurrent with the announcement, the firm will be changing its name to CerasoliStaffordBolinger, doing business as CSB Impact (www.csbimpact.com).

Bolinger's distinguished career includes executive management roles with major San Diego radio groups, including Entercom, iHeart Media and CBS Radio. His experience includes guiding major advertisers in many categories to build their businesses, including automotive, retail, entertainment, food and beverage, media, sports, banking and health care. He also has been deeply involved in community leadership across his career, currently serving on numerous boards including YMCA of San Diego, the San Diego Food Bank, Sharp Health Care, and the SDCCU Holiday Bowl where he is President-Elect.

Bob Cerasoli, co-founder of the firm, stated, "We're honored to welcome Bob as a partner. He is one of our industry's best and brightest. Bob has been a close friend to both my business partner Mike Stafford and me for many years and we have a long-standing respect for his character and accomplishments. Adding him as a partner expands our reach, our capabilities and the fun we have doing what we do."

Bolinger noted, "I am thrilled to be joining Bob, Mike and their talented team. Beyond my friendship with both, I have long admired Bob as one of the best advertising men anywhere, and Mike, first as an iconic radio competitor, then together with CerasoliStafford, and the highly effective work they do stewarding their clients' media and marketing."

Neville Billimoria, Senior Vice-President at Mission Federal Credit Union, a client of the agency since 2019, added, "Anyone who has worked in San Diego's hypercompetitive media and marketing space, or served on boards in service of our local nonprofit

community for any length of time, would inevitably have both run into and admired the wisdom, leadership and keen ability to drive results that Bob Bolinger consistently demonstrates in all walks of life.”

CSB Impact is a marketing and media management company with offices in San Diego and Indianapolis. The company, founded in 2003 by Bob Cerasoli and Mike Stafford, long-time local advertising and media executives, represents local, regional and national clients including Mission Federal Credit Union, MedStar Health, San Diego Natural History Museum, San Diego Blood Bank, Fleet Science Center and others.

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About the firm:

CerasoliStafford, now CSB Impact, was founded in 2003 as an antidote to the impersonal media-buying conglomerates that have seemingly lost sight of the importance of true media stewardship and client care. With experience gained from managing more than a billion dollars-worth of media for local, regional and national clients, the firm provides marketing-based media solutions that help brands build market share and revenues.