



## **Kelly Services(R) Names Chief Marketing Officer**

November 20, 2017

TROY, MI -- (Marketwired) -- 11/20/17 -- Kelly Services® (NASDAQ: KELYA) (NASDAQ: KELYB), a global leader in providing workforce solutions, today announced the appointment of Pete Boland to chief marketing officer effective January 1, 2018. A seasoned executive with more than 20 years of brand management experience, Boland will oversee the planning and execution of Kelly Services marketing initiatives including global brand communications; sales and marketing alignment; and technology enablement. He replaces Carolyn Palmer, who retired earlier this year, and will report to Teresa Carroll, executive vice president of Kelly Services.

"Pete brings real passion for his craft, powerful insight from the market, and a proven ability to lead high-performing marketing teams that deliver winning results for the business," said Carroll. "Marketing is a fast-moving profession and Pete has been on the leading edge throughout his career. He's able to leverage big data, media, creative, social/digital, and sponsorship to develop clear, compelling strategies that connect with target audiences in alignment with a company's purpose. We're proud of Kelly's iconic role in the world of work, and trust that Pete's leadership will prove invaluable as the Kelly brand and story continue to unfold."

Boland joins Kelly Services from BHC Consulting where, as a managing partner, he guided C-suite leaders on how to build brands that reflect customers' needs and stand out from the competition. Prior to BHC, Boland spent five years as head of brand at Charles Schwab and led the development of the award-winning "Own Your Tomorrow" platform. His experience also includes marketing leadership roles with BlackRock, Microsoft, Visa International and Procter & Gamble.

Boland earned a Bachelor of Arts degree in economics from the University of Kent in Canterbury, England, and an MBA in international marketing from Northeastern University in Boston. He also attended the Ecole supérieure de commerce de Reims, one of the leading business management institutions in France, obtaining a second MBA in international business. He has dual citizenship in the U.S. and U.K.

In 2010, Boland joined Red Tricycle as a marketing advisor and board member, a volunteer position he continues to hold today. Red Tricycle is a venture-backed mobile and digital advertising / media platform connecting millions of parents with curated content on family activities across the U.S.

He has served as an adjunct marketing professor at the San Francisco campus of the Hult International Business School. In addition, he has been a guest lecturer at the University of California, Berkeley and has taught brand strategy and advertising courses for the Association for National Advertisers.

### **About Kelly Services**

As a global leader in providing workforce solutions, Kelly Services, Inc., (NASDAQ: KELYA)(NASDAQ: KELYB) and its subsidiaries, offer a comprehensive array of outsourcing and consulting services as well as world-class staffing on a temporary, temporary-to-hire, and direct-hire basis. Kelly directly employs nearly 500,000 people around the world in addition to having a role in connecting thousands more with work through its global network of talent suppliers and partners. Revenue in 2016 was \$5.3 billion. Visit [kellyservices.com](http://kellyservices.com).

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Source: Kelly Services