



FOR IMMEDIATE RELEASE

Two Trees PPC LLC Announces CEO

English Expat Accepts Nomination

SACRAMENTO, Calif., May 22, 2019 – Two Trees PPC LLC has announced today that its board of directors has officially appointed Michael Wisby as Chief Executive Officer.

“We’re fortunate to have someone of Mike’s caliber and experience to step up to lead Two Trees PPC,” said Mirah Lucas, the company’s Chief Communications Officer. “We’re at a critical moment and need renewed leadership to successfully implement our strategy to take advantage of the market opportunities ahead. Mike is a strategic visionary with a proven track record of execution. He’s customer focused with extensive leadership capabilities.”

Wisby said, “I’m excited to lead Two Trees PPC. I’ve enjoyed helping found the company back in 2017. Returning now full time as CEO will be a rewarding challenge. I can’t wait to meet local business owners and learn about their goals and company culture.”

About Two Trees PPC

Two Trees PPC has worked with a diverse range of businesses throughout California. The company is a Certified Google Partner and specializes in digital advertising for local businesses.

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