

## 3 Birds Marketing relocates to Chapel Hill from California

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Agency: **3 Birds Marketing**



JULY 28 – CHAPEL HILL, N.C. – 3 Birds Marketing, LLC, an interactive marketing company, recently relocated from San Ramon, Calif., to Chapel Hill, N.C. The firm will move into permanent office space on West Rosemary Street in downtown Chapel Hill at the end of the summer. 3 Birds currently operates out of a temporary office in the Europa Center at 100 Europa Drive.

Chapel Hill’s supportive business climate, progressive community and quality of life were important factors contributing to the firm’s decision to relocate. Layton and Kristen Judd, two of 3 Birds’ founders, recently moved to Chapel Hill along with three other core partners to position their business for rapid growth on the East Coast. Layton, an experienced business-to-business salesman and founder of izmocars, and Kristen, a member of the California Bar and former founder of the Bustamante, Gilg, Rahn, Judd, Schultz and Meier law office in San Francisco, are eager to use their previous entrepreneurial experiences in developing and expanding 3 Birds as a cutting edge, interactive marketing agency.

“The relocation of 3 Birds Marketing from California shows the incredible opportunity the Chapel Hill community can provide to innovative technology ventures,” said Dwight Bassett, Economic Development Officer for the Town of Chapel Hill.

3 Birds Marketing selected Chapel Hill after extensive research into many U.S. cities because of the town’s large pool of talent, specifically in the fields of technology and interactive marketing. The company is eager to strengthen ties with the premier universities in the area including, the University of North Carolina at Chapel Hill, Duke University and North Carolina State University, as well as the Chapel Hill and Research Triangle Park business community.

The Town of Chapel Hill is equally thrilled to welcome 3 Birds Marketing to the family of start-ups and tech-based businesses in the community.

“We’re delighted that progressive technology companies like 3 Birds Marketing recognize the deep talent pool and the outstanding business climate we have in Chapel Hill,” said Aaron Nelson, CEO of the Chapel Hill-Carrboro Chamber of Commerce. “We are honored to have attracted the kind of talent and creativity that 3 Birds Marketing brings to our community, and they are a welcome addition to the Chapel Hill business community.”

The firm has already hired 12 Triangle residents since their relocation to Chapel Hill. 3 Birds plans to increase their current staff of approximately 15 people to 50 employees within the next 12 to 18 months. The firm also plans to begin hiring UNC, Duke and NC State students as interns.

### ABOUT 3 BIRDS MARKETING

3 Birds Marketing is an interactive marketing company based out of Chapel Hill, N.C., specializing in e-mail, web and social media marketing. 3 Birds offers an integrated marketing and communications platform that creates a comprehensive marketing

loop for clients that promotes customer engagement, delivers better qualified leads, increases conversions, and provides marketing analytics and data. To find out more, visit [www.3birdsmarketing.com](http://www.3birdsmarketing.com) or contact us at (888) 391-7565.

3 Birds Marketing  
100 Europa Drive Suite 495  
Chapel Hill NC 27517

[You can find this press release here](#)