



MediaMap seeks agency of record

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Keeble, who has yet to compile a list of potential candidates, added that he has no plans to hire in-house PR pros 'unless they have industry knowledge and sales and marketing expertise.'

The agency search follows a reorganization of MediaMap's marketing department.

After close examination, Keeble opted to disband the company's product marketing group - thus showing a handful of employees the door. Its marketing communications group, however, was left undisturbed.

Industry sources suggested that the agency MediaMap selects will need to display strong media ties as well as b-to-b and Internet expertise.