



For Immediate Release

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JK Squared Launches JK2 Sports, A Different Kind of Sports Marketing Agency

Veteran agency announces new sports division led by former UMBC executive.

Fulton, MD – August 28, 2018 – JK Squared, which provides clients with outsourced Chief Marketing Officer services, today announces the launch of JK2 Sports to provide marketing services to sports organizations looking for proven solutions and hands-on assistance.

The division will be led by Managing Director Mike D’Archangelo, who has spent nearly 20 years working in the business of sports, most recently helping turn the University of Maryland Baltimore County Retrievers sports programs into one of America’s most notable names. The groundwork for their historic NCAA March Madness upset this past year was laid through programs D’Archangelo helped build at the school over the past decade, increasing alumni, student & fan engagement while raising funds and creating sponsorship opportunities to support the new state-of-the-art UMBC Events Center.

“We didn’t want to just be another sports marketing or advertising agency,” said Goldscher, who previously founded Havit Advertising and co-founded Aquarius Sports & Entertainment. “At JK Squared, we help companies by understanding their business, creating a marketing team and then digging in and getting the work done. If we were going to get into sports marketing, I knew I needed the right partner who’s done it first-hand.”

Bringing D’Archangelo’s experience to JK2 Sports will allow the group to provide a range innovative marketing solutions to any sports-related organization including smaller NCAA programs, professional sports organizations, youth sports groups, corporations marketing through sports and municipalities with sports tourism needs.

“I wanted to take all the skills I’ve learned and apply them to schools, athletic programs and businesses that needed them the most,” said D’Archangelo, who will be based in the company’s new Baltimore office. “I know what it’s like to have big goals without the budget and experience on staff to get there. We’re here to help.”

JK Squared, based in the Baltimore-Washington metro area, provides a multitude of services to companies including the National Football League, the Pro Football Hall of Fame, AAA Mid-Atlantic, sports tourism projects for Virginia Beach, VA and Columbia, MO, Factory Athletics, Window Nation, Camps Airy & Louise and Go Ape.

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About JK Squared: JK Squared was founded in 2014 to provide outsourced Chief Marketing Officers and marketing services designed to help growing companies. They provide executive marketing leadership to businesses without full-time staff, developing organizational plans and marketing strategies and identifying & training resources for tactical implementation. Their solutions include outsourced CMO services, strategic marketing planning across a wide range of media, social & digital marketing consulting, sports marketing consulting and creative execution.