

For more information, contact  
Charlotte Zang  
410-810-8862  
czang@benchworks.com

***For immediate release ...***

## **Benchworks Receives Industry Accolades**

***PM360* magazine and *Medical Marketing & Media* magazine select Benchworks for top honors**

Chestertown, Maryland, August 3, 2016 – [Benchworks](#), a comprehensive marketing services agency, is proud to announce that the company was honored with two prestigious industry awards. Thad L. Bench, Sr., CEO of Benchworks, was chosen as a 2016 PM360 ELITE 100 winner, and the company was also selected by *Medical Marketing & Media (MM&M)* magazine as one of the Top 100 Healthcare Agencies in the United States.

### ***PM360* ELITE**

Thad L. Bench, Sr. was named by *PM360* magazine as one of the [2016 PM360 ELITE 100](#) in the Entrepreneur category. Now in its second year, the *PM360* ELITE (Exceptional • Leaders • Innovators • Transformers • Entrepreneurs) represent the 100 most influential people in the healthcare industry today.

Thad was selected for this award in part because he is the driving force behind Benchworks. Thad's philosophy underpins the company's workings, along with his willingness to innovate and anticipate the industry's changing needs. For example, as major pharmaceutical brands faced shrinking marketing budgets, Thad had the foresight to recognize a need for a new kind of agency, one that was a strategic partner. He formulated the Benchworks model, based on decoupling, positioning the company as a value-driven marketing partner that delivered savings with graciousness. This move transformed Benchworks into a nimble and efficient marketing partner for numerous brand teams long before others discovered the decoupling trend.

"I am thrilled that *PM360* chose to honor me—and Benchworks—with this prestigious award," says Thad. "My team and I have worked hard to evolve Benchworks into the full-service strategic agency it is today, and it's extremely gratifying to have that work recognized."

Thad and the rest of the winners were honored at a celebratory event on July 12 in New York City at the Top of The Standard rooftop bar.

### **MM&M Top 100 Healthcare Agencies**

Benchworks earned a spot in *MM&M* magazine's July 2016 [Top 100 Healthcare Agencies](#) issue. This special issue featured the top 100 marketing agencies in the country working in the healthcare sector, based on 2015 revenue.

Revenue for the agency portion of Benchworks hit \$11 million in 2015, a significant jump from the \$7 million the company made the previous year. Currently Benchworks is on track to finish between \$13 million and \$14 million in 2016. Benchworks' total revenue in 2015 was \$30 million, and it is expected to reach \$50 million in 2016.

In addition to revenue figures, the profile highlights the company's transformation into a full-service marketing agency. As Benchworks' reputation for reliability, efficiency and graciousness solidified, it began pitching—and winning—Agency of Record assignments.

"We are honored to be featured as one of *MM&M's* Top 100 Agencies. I am personally proud of the work we do and the dedication of all our employees to meet the highest standards," says Melissa Johnston, president of Benchworks.

### **About Benchworks**

Benchworks, a comprehensive marketing services agency headquartered in Chestertown, Maryland, was founded in 1991. The company specializes in the design, production, and launch of complete marketing and branding services. Clients include a wide variety of companies in the pharmaceutical, beverage, manufacturing, and education industries in North America and Europe. For additional information, please view our [video](#), visit [www.benchworks.com](http://www.benchworks.com) or call **800-536-4670**.

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