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Contact: Darla Bea Smith
Phone: (805) 895-3400
Email: darlabea@webmarketingtherapy.com

Online Marketing Expert Recognized as one of Pacific Coast Business Times' "40 Under 40"

Lorrie Thomas Ross, CEO of online marketing agency Web Marketing Therapy was recognized as an entrepreneurial leader by Tri-County business experts.

SANTA BARBARA, October 2011 -- Lorrie Thomas Ross, online marketing expert and CEO of the marketing agency Web Marketing Therapy, Inc., has been named one of the recipients of the 11th annual 40 Under 40 award given by the [Pacific Coast Business Times](#). [Web Marketing Therapy](#) is a full service marketing agency that diagnoses, prescribes and guides healthy marketing solutions. The firm, based in Santa Barbara, Ca is known for their strategic advisory, training and marketing management focused on "Making Small Businesses BIG with the Web! ®".

Editors from the [Pacific Coast Business Times](#), a weekly business journal that serves Santa Barbara, Ventura and San Luis Obispo Counties -- select up-and-coming professionals under the age of forty based on their leadership and impact. The annual award was created during the fall of 2001 and stands as the only region-wide recognition event of its kind on the Central Coast. Business leaders are nominated by their peers and the winners are recognized by the staff of the *Pacific Coast Business Times* for their professional accomplishments, community involvement and outside acknowledgements.

A profile in the pages of the *Pacific Coast Business Times* highlights Thomas Ross's statement about how being a marketing consultant for clients is like the relationship between therapist and patient, which is how she came up with her company's name and solidified her reputation as The Marketing Therapist ®. This distinct correlation became the branding formula for her marketing agency and distinct business name. The *Pacific Coast Business Times* 40 Under 40 report also mentions Web Marketing Therapy's unique branding of its team of marketing experts who are known as "Wild Web Women ®."

Thomas Ross's rise up the professional ladder was complimented by equal educational pursuits, which culminated in a Master's Degree in Organizational Management from Santa Barbara's [Antioch University](#) and the formation of her own business. Thomas Ross's recent notable achievements include the January release of her book, [The 36-Hour Course Online Marketing](#), from educational publisher McGraw-Hill, and her position at UC Berkeley Extension in San Francisco.

"This award is a highlight of a particularly significant year in my personal and professional life"; says Lorrie Thomas Ross "To be in the company of such capable and driven young entrepreneurs is a vote of confidence for my brand and business."

Thomas joined her fellow 2011 40 Under 40 honorees at the Pacific Coast Business Times awards dinner, which was held on Monday, October 17th, at the Topa Tower in Oxnard.

About Lorrie Thomas Ross, MA:

Lorrie Thomas Ross, M.A., The Marketing Therapist®, is a marketing strategist, educator, writer, web marketing expert, speaker and author of The 36-Hour Course to Online Marketing (McGraw-Hill). She launched a consultancy in 2005 to help small business owners use the web to boost their business. Organizations bring her on as an expert advisor to get their web marketing on the fast track for success. Thomas is the CEO of Web Marketing Therapy, a marketing agency and online marketing education company. For more information, please visit: www.lorriethomas.com

About Web Marketing Therapy

Web Marketing Therapy is a full-service marketing agency dedicated to educating and empowering businesses and individuals to restore their marketing health to achieve maximum wealth from the web. For agency services, online classes, training and a healthy dose of marketing empowerment, inspiration, and resources, visit <http://www.webmarketingtherapy.com/>