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Boyle and Barnes of Cassidy Turley represent MarketOne International in 21,674 s/f lease

January 03, 2013 - Front Section

Cassidy Turley completed a 21,674 s/f lease on behalf of MarketOne International, a global digital marketing and B2B telemarketing service provider. The company will relocate its U.S. headquarters from its current location at 5 Clock Tower Place in Maynard to 610 Lincoln St. South.

"With its close proximity to major technology companies along Route 128, this new location reflects the promising future of our organization as the leader in demand generation outsourcing," said Fred Ewald, CEO of MarketOne.

Senior managing director, principal John Boyle and associate Connor Barnes of Cassidy Turley represented MarketOne. Managing director Chip Batchelder of Wyman Street Advisors represented the landlord, Hobbs Brook Management, LLC.

Founded in 1998, MarketOne has worked with some of the most successful technology organizations in the world such as Adobe, Apple, HP, IBM, Oracle and SAP. MarketOne takes an integrated, consultative approach to demand generation, serving as a teleservices provider, digital marketing agency, marketing systems integrator and process consultant. MarketOne maintains additional offices in San Francisco, London, Tokyo, Singapore, Melbourne and the Caribbean.

"We were pleased to help MarketOne secure an attractive lease within the Rt. 128 technology hub," said Boyle. "As a global company that empowers clients to successfully grow their businesses by integrating marketing processes, we believe MarketOne will find 610 Lincoln Street to be an ideal location to expand its services and continue to grow its headcount."

New England Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540