



GEORGE P. JOHNSON
experience marketing

A PROJECT: WORLDWIDE AGENCY

Press Release

GEORGE P. JOHNSON PREPARES FOR THE FUTURE WITH THE ANNOUNCEMENT OF NEW LEADERSHIP

Chris Meyer Appointed Chief Executive Officer

Denise Wong Becomes President

Auburn Hills, MI – October 21, 2013 – George P. Johnson (GPJ), the world's leading experiential marketing agency, announced today that it has appointed a new senior management team. Chris Meyer has been appointed Chief Executive Officer, and Denise Wong, currently Executive Vice President, Growth and Business Development, has been promoted to President. The changes will be effective immediately.

"As we approach our 100th anniversary, this is the right time to make changes and this is the right team to take this company forward," said Robert G. Vallee, Jr., Chairman and Chief Executive Officer of Project: Worldwide. "With an extensive background in digital and brand experience, over a decade of which was with GPJ, Chris understands the rapidly evolving needs of our clients. And Denise is a world-class marketer and proven business leader who has earned the respect of our clients and teams across each and every region."

The appointment of Meyer, a veteran integrated marketing and technology executive and Wong, a brand savvy digital marketing professional, signals an increased focus on innovative experience-driven marketing programs at GPJ, whose clients include IBM, P&G, Toyota, Cisco, Samsung, salesforce.com, Liberty Mutual and Under Armour.

"It is a great honor to be leading this company at such a pivotal moment," said Meyer. "Marketers are making the connection between enhanced consumer engagement and meaningful business results. There is no better company to be delivering immersive brand experiences globally for clients than GPJ. I look forward to working with the supremely talented people in this organization to continue pushing the boundaries of what is possible for our clients."

This role marks a return to the GPJ family for Meyer, who was previously a Senior Vice President of Client Services and General Manager of the agency's Silicon Valley office. He rejoins GPJ from INXPO, an online event content distribution and communications platform, where he was Executive Vice President, Enterprise Business Development for the fast-growing digital company.

Meyer will join Project: WorldWide's Strategic Leadership Team and will report directly to Vallee. Meyer will be based in GPJ's San Carlos, CA office, an integral part of the agency's global network of 1,200 employees operating out of 29 full-service offices spread across Europe, Asia Pacific and the Americas.

In elevating Wong to President, she will now report to Meyer and the two will work closely together in taking GPJ to the next level of providing tangible business results for the agency's clients.

“We believe that we cannot only elevate the quality of the brand experiences we create for our clients, but we can do so with greater agility and more efficient processes,” said Wong. “Chris and I are aligned in our vision of what GPJ needs to do to further distance itself from our competitors. It is going to be a good time to be a results oriented client of ours.”

Wong, who is also a member of Project: WorldWide’s Strategic Leadership Team, joined GPJ a year ago and will work with Meyer on high-level strategic and operational initiatives. Wong’s background includes senior roles at advertising agencies known for thought leadership, creative and innovation. She has integrated marketing communications experience in the US, Asia and Canada across all disciplines, for some of the world’s most iconic brands. She was most recently at MacLaren McCann in Toronto where she was the SVP, General Manager and responsible for leading digital innovation for her clients. Her prior experience included building teams to develop brand-centric digital programs, business development and integrated communications strategies at Grey, JWT, Ogilvy and DDB.

The Project: WorldWide Executive Committee, which is comprised of Robert G. Vallee Jr., Chairman and Chief Executive Officer, Project: WorldWide, Larry Vallee, President, Project: WorldWide, and David Drews, Executive Vice President, Chief Financial Officer, Project: WorldWide, will continue in their role of overseeing the company and working closely with GPJ’s largest accounts.

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About George P. Johnson (www.gpj.com)

GPJ is the #1 ranked experience marketing agency enabling leading brand marketers to create great ideas and bring them to life through integrated experiential programs that leverage online, mobile and physical brand interactions. Clients in technology, healthcare, consumer goods, finance and other fields rely on GPJ to help them compete more effectively on a global basis by creating and accelerating relationships with customers, employees, partners, media and other influencers. GPJ is part of Project: WorldWide, the leading independent engagement marketing solutions network (www.project.com). Follow GPJ at www.twitter.com/georgejohnson.

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