



GEORGE P. JOHNSON
experience marketing

A PROJECT: WORLDWIDE AGENCY

Press Release

GEORGE P. JOHNSON APPOINTS JUDE BRAUNSTEIN EXECUTIVE DIRECTOR CLIENT SERVICES

Marketing veteran joins the #1 ranked independent global experiential agency

New York, NY May 13, 2013 – The world's number one ranked event and experience marketing agency, George P. Johnson (GPJ), today announced the appointment of marketing industry veteran Jude Braunstein as Executive Director, Client Services, based in the agency's New York City office. One of the industry's top talents in brand experience creation and high-end production, Braunstein will be an integral part of GPJ's global business development and client service teams.

In this role Jude will draw on more than 20 years of strategic leadership experience working with the world's most recognizable B2C and B2B clients to create new brand communities and then galvanize those communities to action in ways that drive client business performance. Her specialty is working with ambitious brands eager to embrace unconventional ideas and then turning those ideas into brand expressions across multiple media in campaign-style executions.

"We are in an era where brands need to stand for a set of values and be creators of great original content and experiences that connect those values to consumers hearts and minds," said Braunstein. "GPJ understands this at a really granular level, so this role is fundamentally about taking experiential fully upstream to the c-suite level where it belongs creatively and strategically."

Braunstein has held a variety of creative and management positions in nearly every area of the experiential industry and played a key role in executing projects ranging from public events reaching over a billion people to live broadcasts from the White House. She has worked with broad cross-section of top brands including Ford, L'Oreal, Sony, Cotton Inc., Samsung and Xbox.

Prior to GPJ she was Vice President of Operations at Jack Morton Worldwide for nearly a decade. Before that she co-founded Flying Colours Productions, the first privately-owned satellite production company, with offices in NYC and Washington, DC, producing and managing events and live transmissions globally.

"Jude is an incredibly rare mix – a creative visionary with proven management skills," said Jeff Rutchik, Executive Vice President, Client Services Worldwide at GPJ. "We couldn't be more excited to have her join us in our mission to shake up the status quo in the experiential space."

Braunstein, who starts immediately based in GPJ's NYC office, will play an integral role in GPJ's North American operations while integrating with teams worldwide, focusing on creating compelling ideas and campaigns ranging from consumer sponsorship, entertainment marketing and mobile tours to high-end conferences, trade shows and product launches.

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/georgepjohnson.

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