



GEORGE P. JOHNSON  
experience marketing

## SOCIAL MEDIA EXPERT SHERI SULLIVAN JOINS GEORGE P. JOHNSON'S GLOBAL STRATEGY PRACTICE

*Move reflects demand for social media marketing that delivers strong results*

**Auburn Hills, MI (December 2010)** – The *Advertising Age* number one ranked experiential agency, George P. Johnson (GPJ), today announced the appointment of Sheri Sullivan as Executive Director of its Strategy + Planning practice in Detroit and Nashville. This move continues GPJ's vision to fuse experiential and digital for leading brands, creating engaging ideas and then activating worldwide across multiple channels.

Sullivan most recently held the position of Director, Social Media & Consumer Dialogue at Team Detroit, where she led the development of a new social media practice. She partnered with consumer and automotive clients, most notably Ford, to design and activate integrated social experiences. Previously she held progressively senior roles at BBDO Detroit working with national accounts and then managing the agency's Direct Marketing Services before assuming the role of Director, eMarketing, Integrated Strategy & Analytics. Her prior background includes client-side marketing and media sales.

"Sheri deeply understands how consumers and business audiences respond to an integrated mix of touchpoints that include online, device-driven and face-to-face experiences," said David Rich, Senior Vice President, Strategy + Planning/Worldwide at GPJ. "Her results-oriented approach, evidenced on the ground breaking work she did with *Ad Age's* Brand Marketer of the Year, Ford, is a natural fit with GPJ's proven strategic methodologies. Her influence will be felt throughout our practice."

This appointment reflects a growing need in the market to reconcile the increasing investment brands are making in social media and the need to show measurable results that tie back to a business impact. Sullivan's expertise lies in applying social media tactics to amplify above- and below-the-line campaigns, as well as creating standalone social programs that generate ROI.

"GPJ's vision to integrate the channels most effective at cutting through the marketing clutter – digital and face-to-face, makes this the place to be. Simply being in social media, without a specific mission or plan for ROI and continuous engagement, is not enough," said Sullivan. "I'm excited to help clients deepen customer loyalty, lower conversion costs, speed the sales cycle, educate the brand community and achieve other goals that measurably impact revenue."

Based out of GPJ's Auburn Hills, MI office, Sullivan will oversee development of integrated marketing strategies emphasizing face-to-face and digital for North American clients managed by the Detroit and Nashville offices, including global programs for those clients across a broad range of industries such as healthcare, technology, automotive and others.

### **About George P. Johnson ([www.gpj.com](http://www.gpj.com))**

GPJ is a worldwide experience marketing agency that creates great ideas and brings them to life through integrated live and online experiences and environments, helping clients cut through marketplace noise, differentiate from the competition and create lasting relationships that directly impact the bottom line. Ranked by *Advertising Age* as the "#1 Event Marketing Agency" and consistently placing among the world's top marketing agencies, GPJ provides its services through 26 offices around the world. The agency's clients won 37 awards in 2008, five Ex Awards in 2009 and took home both the Grand Ex Award as well as the Best 100% Virtual Ex Award in 2010. Follow us on Twitter at [www.twitter.com/georgepjohanson](http://www.twitter.com/georgepjohanson). GPJ is a Project: WorldWide ([www.project.com](http://www.project.com)) agency.

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