



GEORGE P. JOHNSON
experience marketing

Press Release

GEORGE P. JOHNSON APPOINTS DEL GROSSI BRAZIL ACCOUNT DIRECTOR

Latin American business buoyed by client expansion into new markets

Auburn Hills, MI and Sao Paulo, Brazil May 2, 2011 – The number one ranked experiential agency, [George P. Johnson \(GPJ\)](#), today announced it appointed Nelcy Del Grossi, one of Latin America's top marketing executives, to the position of Account Director, based in Sao Paulo, Brazil. She will be responsible for managing the IBM Brazil account, as part of GPJ's existing global relationship with IBM, as their customer events agency.

Prior to joining GPJ, Del Grossi built HeadEnd Media, a boutique integrated marketing agency specializing in new media, branded content, events, PR and promotional programs for such clients as MGM, Discovery Networks, Universal Music, Viacom, Renault, Country Music Television, Embratur (Brazilian Tourism Agency) and many others. For more than 15 years she led HeadEnd and established the agency as one of Brazil's top creative shops in telecommunications, media and pay TV industries.

"The ongoing investment by top brands in the Brazilian market and throughout Latin America is creating intense demand for hands-on expertise in delivering sustained, authentic brand experiences to drive profitability," said Del Grossi. "That's really what we are all about – we make it possible for marketers to use their brand experience to create customers, defend a market position against encroaching competitors and attract the best talent to stay out ahead."

The appointment of Del Grossi is part of GPJ's longstanding commitment to the kind of growth and investments that enhance clients' ability to operate effectively in markets worldwide. She joins a global network of creative studios, account teams and production facilities that takes the strategic, creative, media and digital capabilities of a traditional marketing agency and activates them through the on-the-ground execution capabilities of a global experiential agency.

"We're excited to have Nelcy join the GPJ team and the opportunity to help marketers grow their brand's presence in Latin America," said Jeff Rutchik, GPJ's Executive Vice President, Client Services Worldwide. "Our growing presence in this market is focused on helping clients better understand customers, media and other audiences, and turning those insights into brand stories across physical, online and mobile platforms."

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

GPJ is the #1 ranked experience marketing agency enabling brand marketers to create great ideas and bring them to life through experiential programs that leverage integrated online, mobile and physical brand interactions. Clients in technology, healthcare, consumer packaged goods, automotive, financial services 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 a Project: WorldWide (www.project.com) agency. Follow us at www.twitter.com/georgejohnson.

Contact:

Tom Maher
Director, Marketing Programs
PR and Corporate Communications
Project: WorldWide
email: tom.maher@project.com
tel: (617) 535-9820