



GEORGE P. JOHNSON  
experience marketing

A PROJECT: WORLDWIDE AGENCY

## Press Release

### GEORGE P. JOHNSON APPOINTS JORGE NARVAEZ-ARANGO TO LEAD CREATIVE ON GLOBAL IBM ACCOUNT

*Architect and experience designer to spearhead storied brand's experiential activities*

**New York, NY, December 13, 2012** – The number one ranked experience marketing agency, George P. Johnson (GPJ), today announced the appointment of industry veteran Jorge Narvaez-Arango as Vice-President of Creative, IBM Worldwide, a brand for which GPJ serves as agency of record for all global customer event programs. Based in New York City, Narvaez-Arango will lead GPJ's creative and experience design efforts on behalf of the IBM account and coordinate work across every GPJ design studio globally to grow one of the world's most innovative technology brands.

Narvaez-Arango takes the reins of this storied creative account at a key time in its evolution; as IBM continues to build out its groundbreaking Smarter Planet vision, the role of experiential design in driving consumer perception and business demand has never been more important to its success. In addition to delivering innovative and engaging experiences, and ensuring creative alignment across the global event program, he is also charged with challenging conventional approaches to event-based marketing through a variety of channels: physical, online and mobile/tablet/device-driven.

A trained architect and experienced designer, Narvaez-Arango has held senior creative leadership positions at some of the country's top design and brand strategy firms. Most recently, he was the Creative Director for brand environments at Bruce Mau Design and Creative Partner at Proces5. Since graduating from Harvard University, he has held similar positions at top global studios such as Arnell Group, AECOM-DMJM, DMJM Rottet and EMBT Architects. In these roles he led multidisciplinary design teams, creating brand experiences for clients such as General Electric, Pepsi, Home Depot, GNC, DevonWorks, Hines, Soliform, Li-Ning and the Fontainebleau Hotel & Resorts.

"This is an incredible time for a world class brand such as IBM to embrace experiential and brand experience as a means to initiate and maintain deeper relationships with their clients," said Narvaez-Arango. "I'm excited to explore how, in the midst of an explosion in technology and communication, we can be innovative when designing transformative and memorable brand-related experiences that will support the growth of the IBM brand now and in the future."

Narvaez-Arango will have the full resources of GPJ's global creative studios and its integrated Strategy + Planning practice to build out the future of experiential engagement for IBM. Brand marketers turn to GPJ to create big consumer and business-to-business experiential marketing ideas and then activate them in emerging and established markets worldwide.

"A brand like IBM is a magnet for the best creative talent in the world and we couldn't be more excited to have someone of Jorge's caliber join our team," said Fiona Bruder, SVP Client Services Worldwide with GPJ. "He's the right person to help us continue to build out IBM's proprietary 'Signature Experience' marketing model, which takes inspiration from the Smarter Planet brand platform to completely transform how IBM engages audiences through events."

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

GPJ is the number one ranked experience marketing agency, enabling brand marketers to create great ideas and bring them to life through integrated experiential programs that leverage online, device-driven and physical brand experiences. Brands in technology, healthcare, CPG, finance, automotive and other markets 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 audiences. GPJ is part of Project: WorldWide, the leading independent engagement marketing solutions network ([www.project.com](http://www.project.com)). Follow GPJ at [www.twitter.com/georgepjohnson](https://twitter.com/georgepjohnson).

#### **Contact:**

Tom Maher  
Executive Director, Marketing  
George P. Johnson  
Email: [tom.maher@gpj.com](mailto:tom.maher@gpj.com)  
tel: (617) 535-9820