



GEORGE P. JOHNSON
experience marketing

A PROJECT: WORLDWIDE AGENCY

Press Release

GEORGE P. JOHNSON APPOINTS NATALIE HANSEN EXECUTIVE CREATIVE DIRECTOR IN SAN FRANCISCO

Creative industry veteran joins the #1 ranked independent global agency

San Francisco, CA and Auburn Hills, MI May 21, 2012 – The world's #1 ranked experience marketing agency, George P. Johnson (GPJ), today announced the appointment of creative industry veteran Natalie Hansen to Executive Creative Director, based in the agency's San Francisco office. Hansen will be handling overall creative direction and execution for a wide range of consumer and business-to-business client campaigns nationwide, with a special focus on integrating digital, mobile and social activities into progressive event-based brand marketing.

Hansen has 20+ years of experience in strategic brand communications, hailing most recently from Palo Alto-based start-up Zoove, a consumer-facing mobile platform that connects brands with individuals via special vanity numbers, where she was responsible for the company's creative direction across mobile, interactive and other channels. While at Zoove she worked with clients such as Dove, Lexus, Unilever, Verizon, CBS, The Home Depot and other top brands.

Prior to Zoove, Hansen was an Executive Creative Director, User Experience and Branding at CBS Interactive, where she steered design direction and user experience for CNET and CBS News. While at CBS Interactive she led efforts in product development, brand strategy, social integration, emerging platforms (tablets etc.), motion graphics, software application interface design, e-commerce and other key areas. Previously she held a variety of senior creative and design positions on both the client and agency side, including, Sony Connect, Sega, Modem Media and InfoGear Technology Corporation – the original developer of the first iPhone.

"I've been tracking the convergence of technology-driven and physical brand experiences for quite some time now, and it's clear we've reached a point where brands understand that the old forms of 'static' marketing simply don't work any more," said Hansen. "I'm excited to have the chance to work with world-class brands to amp up their cross-channel marketing by putting experience at the center in order to engage consumers, develop relationships and drive results."

Hansen joins one of GPJ's newer offices in downtown San Francisco, which was founded in 2011 to provide creative, interactive, strategy and related marketing services to new and existing clients. She will manage creative for regional and national clients as well as help to grow the office through new client acquisition and onboarding.

"For brands and agencies interested in breaking down the walls between channels and creating meaningful content, stories and experiences that drive results, we need people like Natalie who are both hands-on technologists as well as incredible storytellers across a variety of media," said Jeffrey Rutchik, Executive Vice President, Client Services WorldWide at GPJ. "We couldn't be more excited to have her join our growing San Francisco studio at this critical time for clients."

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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