

Innis Maggiore Names Vandegrift President

By [Business Journal Daily](#)

Posted April 28, 2023 | Staff

CANTON, Ohio – Innis Maggiore this week announced that Mark Vandegrift has been appointed president of the marketing agency. Vandegrift, previously the chief operating officer, has served in multiple positions throughout his 25-year tenure with the agency, including account supervisor, director of web services, director of project management, and digital marketing specialist.

Dick Maggiore has been named chairman and CEO and will remain in an active leadership role with Innis Maggiore, the agency he founded with M. Charles Innis in 1974.

“Mark has made a profound impact on our agency, from developing our web services offering for more than 25 years, to forming our digital marketing department, and most importantly, to stewarding the brands for hundreds of our clients,” says Maggiore. “Mark’s capability in marketing and sales is highly unique as he is able to marry positioning strategy to the vast array of media and technology options. His leadership in our agency and within the community is extensive, so it was very easy to make this decision to have him lead our agency as president.”

Vandegrift won Microsoft’s Gold CD Award for Vendor Excellence in recognition of the agency’s direct marketing program that generated great returns and significant cost savings for the technology giant. He also worked extensively with Bank of America successfully designing, deploying, and evolving one of the nation’s first SaaS (Software-as-a-Service) platforms. He regularly speaks and trains on web technologies, digital marketing, and positioning strategy.

“Dick has a legacy in this community, the business world, the advertising industry, and establishing the agency as the nation’s leading positioning ad agency,” says Vandegrift. “There are very few business owners that are actively still in the game 50 years after starting a business. It’s an honor and privilege to lead Innis Maggiore in this capacity.”

Vandegrift serves as board president of the North Canton Playhouse and board president/wish grantor for Wishes Can Happen. He also serves on the Canton Regional Chamber of Commerce board, advisory boards for the Boy Scout’s Buckeye Council and Malone University Business Department, and the marketing chair for Game Changers Canton. He is also a Canton Chamber Business Excellence Awards committee member. He previously served for six years on the board of the Canton Symphony Orchestra.

Vandegrift holds two bachelor’s degrees in accounting and German from Hillsdale College. He resides in North Canton with his wife, Kim. His daughters, Madison and Klaire, reside in Charlotte, N.C.

Copyright 2024 The Business Journal, Youngstown, Ohio.