FOR IMMEDIATE RELEASE

**Innis Maggiore Continues to Grow with Addition**

**of Four Staffers, Promotion of Two**

CANTON, Ohio (Oct. 3, 2013) — Innis Maggiore, the nation’s leading advertising agency in the practice of positioning, today announced four key staff appointments and the promotion of two to expanded responsibilities in the creative department.

Dick Maggiore, president and chief executive officer of Innis Maggiore, said the staffing moves are in response to increasing opportunities with the agency’s growing client base. “As our clients’ needs expand, our talents must expand accordingly, and the additions to our roster of associates clearly deliver valuable capabilities that will serve well in our positioning work,” Maggiore said.

Patrick Snyder of Jackson Township joined Innis Maggiore as production manager. He earned a bachelor of fine arts degree from the University of Akron and studied at Columbus College of Art and Design. He has worked as graphic designer and in pre-press at Duncan Press. A member of the Jackson Township Board of Zoning Appeals, Snyder also is a board member of Northwest Jackson Soccer League.

David Sutula, also of Jackson Township, has joined as an account supervisor. He earned a bachelor of arts in communication at the University of Akron and, with wife Leslie founded Peeps Creative in Akron. That agency was acquired by 9Threads, for which Sutula worked as vice president of digital strategy and development manager before joining Level Seven in Independence.

Donna Nickel of North Canton has been appointed public relations coordinator. She previously worked as a writer and proofreader. Donna is a graduate of Pennsylvania State University with a bachelor of arts in political science and has held writing positions in a number of organizations. She is active in numerous North Canton organizations.

Grace Rojek of North Canton has joined the agency as social media and public relations coordinator. She recently graduated from Northwestern University with a bachelor of arts in communication studies. She was co-president of Northwestern’s speech team and did her internship at Edelman PR in Chicago. Her experience also includes collaboration with the Fox Sports digital team to drive engagement on Facebook and Twitter.

Maggiore also announced the promotion of Scott Edwards to executive creative director and Emily Mays to art director.

Edwards joined the agency 10 years ago and previously served as creative director. He earned his bachelor of arts in communications from the University of Pennsylvania and a master’s in business administration from New York University. Edwards previously worked for Doner Advertising and Philips Lighting.

Mays previously worked as graphics designer. She has a bachelor of arts in visual communication from Kent State University, and previously worked for Kent State’s University Libraries Communications Office, Creative Source and EB Display Co.

Innis Maggiore is the nation’s leading advertising agency in the practice of positioning, building strong brand positions for companies in competitive markets. The advertising and public relations agency had 2012 capitalized billings of more than $26 million. Key clients include Alside, Aultman Health Foundation, Bank of America, Chesapeake Energy, GOJO Industries, Inc., inventors of PURELL®, Goodyear, GuideStone Financial Resources, Nickles Bakery, RTI International Metals

and Republic Steel. Innis Maggiore is a member of the American Association of Advertising Agencies and the Public Relations Society of America. The company maintains a website at [www.innismaggiore.com](http://www.innismaggiore.com/).

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