FOR IMMEDIATE RELEASE

**Innis Maggiore Names Hector Cabarcas Creative Director**

CANTON, Ohio (Feb. 9, 2016) — Innis Maggiore, the nation’s leading advertising agency in the practice of positioning, today announced Hector Cabarcas has joined as creative director. In this newly created role, he will co-lead a talented creative department in developing and executing brand strategies for the agency’s growing client base.

“Hector is a big thinker with a great passion for brand development and the creative process,” said Dick Maggiore, president and CEO of Innis Maggiore. “His depth of experience, creative vision and commitment to positioning is a true asset as we continue to help clients drive their success by winning the mind share against their competition.”

Cabarcas brings to Innis Maggiore nearly two decades of marketing and design experience. Previously, he ran his own agency, Fuzen Design, where he specialized in developing brands for start-ups and clients in the nonprofit, retail, food and hospital industries. Well versed in conveying clients’ messages in marketing and advertising campaigns, his creative experience includes graphic design, copywriting, production and web development. Cabarcas is a resident of Canton.

“I believe dreaming and learning never get old,” Cabarcas said. “They go together to inform and inspire creative positioning that builds strong brands and produces results for our clients. And I have quickly learned that is what matters most to the talented professionals at Innis Maggiore.”

Innis Maggiore Group 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 2015 capitalized billings of more than $23 million. Key clients include AultCare, Aultman Hospital, Bank of America, Campbell Oil/BellStores, FSBO, GOJO Industries, Inc., inventors of PURELL®, Goodyear, GuideStone Financial Resources, Kendall House/KFC, Nickles Bakery, Alcoa 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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Canton resident Hector Cabarcas was named creative director at Innis Maggiore, the nation’s leading advertising agency in the practice of positioning. In this newly created role, he will co-lead a talented creative department in developing and executing brand strategies for the agency’s growing client base.