

## Press Release

### **Senior Marketing Executives Join George P. Johnson To Advance a More Strategic Approach to Experience Marketing**

*Tara Higgins and Mark Mullen join GPJ's fast-growing northern California office*

**San Carlos, CA (May 2010)** – George P. Johnson, one of the world's top experience marketing agencies, has announced the addition of two senior executives to the San Francisco Bay Area office as part of its continued mission to deliver measureable business results to clients through innovative brand experiences for customers, employees, partners and other audiences.

GPJ veteran Tara Higgins moves to San Francisco as Senior Vice President and General Manager, taking on leadership of the office with the mandate to further empower brand marketers to operate more effectively both regionally and globally. A senior marketing executive who has partnered with premier brands in Asia, Western Europe, the Middle East and the US. Tara previously led GPJ's London office, delivering experience marketing solutions to global clients including Cisco Systems, Salesforce, P&G, Gartner, IBM, Orange, Microfocus and Rolls Royce.

"GPJ's ongoing investments in people and technology, especially in areas such as general session production, virtual events, and our GlobalLINKS technology are delivering real competitive advantages for clients," said Higgins. "I'm also excited about bringing a global perspective to our Silicon Valley and US clients as more and more of them are expanding into lucrative global markets. With 26 offices and 1,000 employees across the globe, GPJ can deliver global consistency and local relevance in a very cost effective manner."

At the same time, Mark Mullen has joined GPJ as Executive Director, Program Strategy, where he will lead a dedicated team focused on ensuring business alignment and ROI of event marketing, experience design, execution, and continuous process improvement. Mullen's background includes senior marketing strategy positions at WPP digital agency Blast Radius, Microsoft, Nike and McCann-Erickson. His recent clients include Palm, Proactiv, Nintendo, LiveNation, and Nike.

"Having worked at traditional agencies as well as digital agencies, it is clear to me that the experience marketing agency model is the emerging solution in a post-TV world. As I looked at the players, it became obvious that GPJ will lead this transition and define the paradigm – I want to be part of that." Mullen said, "I am looking forward to working with GPJ's world class creative, technology, and delivery teams to further focus business alignment and increase client value."

Higgins and Mullen join GPJ at a time when the agency is increasingly helping clients create powerful customer experiences that integrate the full spectrum of online and offline brand touch points. These consistent, cost-effective and highly-personalized interactions are the shortest path for brands to engage audiences, create and deepen relationships and increase profitability.

#### **About George P. Johnson Experience Marketing (gpj.com)**

GPJ is a worldwide experience marketing agency that enables brand marketers to create great ideas and bring them to life through integrated live and online experiences and environments, helping them cut through marketplace noise, differentiate from the competition and create lasting relationships that directly impact the bottom line. Ranked by Advertising Age as the "#1 Event Marketing Agency" and consistently placing among the world's top marketing agencies, GPJ provides its services through 26 offices around the world. The agency's clients won 37 awards in 2008, five Ex Awards in 2009 and took home both the Grand Ex Award as well as the Best 100% Virtual Ex Award in 2010.

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