



## **JUNCTION CREATIVE SOLUTIONS ADDS RUSSELL CHERAMI TO THE STRATEGY TEAM**

**June 7, 2011– ATLANTA, GA:** [Junction Creative Solutions](#) (Junction), an Atlanta-based strategy firm, expands its team to include Russell (Russ) Cherami, Director of Strategy, Sales Development. Russ, a seasoned advertising executive and sales strategist, is a key member of Junction’s strategy team where he is focused creating highly customized and detailed sales strategies for its clients.

“Russ is an incredible asset for Junction’s strategy team. His expertise is instrumental in developing sales strategies for clients looking to increase revenue, increase market share, and break into new markets,” comment Julie Gareleck, Managing Partner, Junction. “Our firm is dedicated to delivering strategies that hold strong value for our clients. Russ applies effective sales practices that contribute to and improve the quality of the services we deliver throughout the phases of our engagements.”

With more than 35 years of experience as a Senior Advertising Executive, Russ managed global sales organizations responsible for driving consistent and dynamic growth for some of the most respected brands in the publishing business. Most notably, as the VP of Advertising for Forbes Magazine, the #1 business magazine, Russ successfully led sales efforts reaching more than \$100 million in advertising revenue. He has impacted companies including Forbes, Saveur Magazine, Reader’s Digest, and Glamour Magazine.

“Junction is a remarkable company that leads by example. The intellectual knowledge of the team provides entrepreneurs and businesses alike with powerful strategies,” says Russ Cherami, Director of Strategy, Sales Development. “I look forward to driving strategic sales development plans for Junction’s clients to create consistent and measurable growth.”

### **ABOUT JUNCTION**

[Junction Creative Solutions](#) (Junction) combines the intellectual capital of a consulting firm with the creative execution of an advertising agency to create effective and measurable strategies. The strategic solutions align with specific business goals and objectives, and provide consistency from strategic planning through execution. As a result, our clients are able to maximize opportunities to react, adapt, and thrive -- ultimately creating more sustainable and competitive businesses. Junction’s portfolio boasts successful strategies for SMBs and Fortune 500 companies.