



## **J. MARK CROPP JOINS JUNCTION CREATIVE SOLUTIONS AS EXECUTIVE DIRECTOR OF BUSINESS DEVELOPMENT & PARTNERSHIPS, MANAGING PENNSYLVANIA OFFICE**

**May 12, 2011– ATLANTA, GA:** [Junction Creative Solutions](#) (Junction), an Atlanta-based strategy firm, expands its team to include J. Mark Cropp, Executive Director, Business Development & Partnerships NE. Mark, a veteran sales professional and a natural entrepreneur, joined Junction in early 2011 and has worked efficiently to develop business relationships during a period that has seen the company grow at an unprecedented rate.

Mark brings more than 35 years of experience as a successful entrepreneur and former senior executive at an International Fortune 500 company. His background in strategic business consulting, sales, and marketing adds immense value to both existing and prospective clients. Mark's expertise spans various industries including finance, travel and hospitality, manufacturing, construction, real estate, and retail.

Julie Gareleck, Managing Partner, Junction, says "Mark is an incredible asset to Junction, bringing great knowledge of how a business thinks and functions. Simply put, he's been on the other side of the table as an entrepreneur. We anticipate Mark being able to generate a host of new business, continuing to drive our client base in the Greater Mid-Atlantic region."

"The inventive solutions that Junction offers for businesses and entrepreneurs the ability to grow and thrive. Most business owners aren't specialists in areas like strategic planning, marketing, and interactive solutions. Junction simplifies the process enabling companies to maximize those channels," says Mark. "I look forward to building relationships with organizations in need of Junction's services and helping to sustain the incredible growth of their businesses."

### **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.