



## **RICHARD J. EYDT JOINS JUNCTION CREATIVE SOLUTIONS AS EXECUTIVE DIRECTOR OF BUSINESS DEVELOPMENT & PARTNERSHIPS**

**May 3, 2011– ATLANTA, GA:** Junction Creative Solutions (Junction), an Atlanta-based strategy firm, expands its team to include Richard J. Eydt, Executive Director, Business Development & Partnerships. Richard (Dick), a seasoned executive, joined Junction in February 2011 and led the company to achieve record growth in Q1.

Dick brings more than 30 years of experience as a successful marketing and senior sales executive working for some of the most noted Global Fortune 500 brands. His consultative approach adds immense value to clients looking to create more sustainable practices to maximize performance and growth. Companies in his portfolio include: Starwood Hotels, Marriott, Hertz, Virgin Atlantic, UPS, American Express, Mastercard, Kraft, Pitney Bowes, MetLife, New York Life, PriceWaterhouseCoopers, Ernst & Young, Deloitte, Dassault Falcon Jet, Ricoh, Tiffany and Siemens.

Dick's efforts have contributed notable achievements for Forbes Magazine, AdWeek, Harper's Magazine, Rocket Media, American Lawyer Media, and the Donovan Group. In his new position, he will be responsible for identifying and securing business development opportunities and partners to expand Junction's portfolio.

After talking with Julie Gareleck about Junction's vision, client commitment, portfolio, and results, I knew this was a special company and wanted in," said Dick, Executive Director, Junction. "Junction has smart, hard working team members, all with integrity and a single focus to do what's best for the client. Junction is a is good fit, allowing me to leverage my sales and marketing skills, consultative approach, and extensive contact list of Fortune 500 companies."

"I am very happy to have Dick as an integral part of our firm. He is committed to developing and maintaining client relationships," comments Julie Gareleck, Managing Partner, Junction. "His unique approach aligns with Junction's mission ultimately contributing to measurable sales growth in just 3 months. Dick's insight and leadership is an asset to our clients and our internal team."

### **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.