



**For Immediate Release**  
August 1, 2007

Media Contact:  
Mr. Lee Henderson  
612-978-6268  
lee@mediabuzznow.com

## **BRENT OTTO HIRED AS NEW CREATIS ACCOUNT EXECUTIVE**

Otto charged with helping to position Creatis as the number one creative staffing and outsourcing agency in the Twin Cities

(*Minneapolis – St. Paul*) **Creatis, Inc.**, one of the largest local providers of integrated communications, marketing and creative services, has hired **Brent Otto** as an Account Executive. Otto comes to Creatis from Business Impact Group (BIG), where his unique talent for uncovering key business requirements and developing winning solutions led to an increase in sales via online marketing, advertising, consumer promotions and distributor incentives for clients such as Best Buy, Target, Circuit City, Valspar and SUPERVALU. Previously, Otto served as Vice President of Marketing with U.S. Bancorp Piper Jaffray, where he led new marketing initiatives across the company's multiple business units to achieve bottom-line results.

As an Account Executive at Creatis, Otto will be tasked with positioning the company as the number one creative staffing and outsourcing agency in the Twin Cities. By focusing on the unique challenges of each client, he will have the opportunity to work with creative and marketing departments to achieve their desired business outcomes. Otto is utilizing his strengths to create business strategies that will match seamlessly with the growth goals of the Creatis client.

### **About Creatis**

Minneapolis-based Creatis is one of the largest local providers of integrated communications, marketing and creative services. Offering a seamless extension of a customer's business through flexible, short- and long-term staffing, direct placement and customized outsourcing of projects and programs, Creatis is changing the way businesses manage creative and marketing services. [www.creatis.com](http://www.creatis.com)

# # #