



For Immediate Release

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Creatis Founder Dodd Clasen Discusses Succession in *Upsize Magazine*

(*Minneapolis – St. Paul*) In 1998, **Dodd Clasen** founded **Creatis, Inc.**, one of the largest local providers of integrated communications, marketing and creative services. As an entrepreneur, Dodd enjoyed the challenge of building a successful business in a high-energy entrepreneurial environment. However, as Creatis began to morph into a company needing structure and accountability, the idea of managing daily tasks of the business began to wear on him. Dodd realized he needed to find a successor and knew the transition would be difficult.

Dodd outlines his step-by-step process of handing the daily management of Creatis over to President Chuck Swensson in his article, “How founder grew his firm by letting go,” found in *Upsize Magazine*. To view Dodd’s article, please visit <http://www.upsizemag.com/article>.

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

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