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KATE CONRAD JOINS MBLM AS BUSINESS DEVELOPMENT DIRECTOR

NEW YORK — June 8, 2015 —MBLM (pronounced “emblem”), the Brand Intimacy Agency focused on strategy, design, creative and technology, today announced the appointment of Kate Conrad to business development director. Conrad brings more than a decade of experience in developing marketing strategy and activation plans for brands both on the client and agency side.

Conrad joins MBLM from the Children’s Health Fund, where she was the director of Cause Marketing and Sponsorship Strategy. Her clients there included American Express, GILT and Jaguar Land Rover. Prior to the Children’s Health Fund, she worked at the World Wildlife Fund, Sears and SVM, an advertising agency in Toronto. Her responsibilities have included relationship development, pipeline management, pitch presentations and loyalty marketing and advertising sales.

Mario Natarelli, Managing Partner MBLM NY, says, “Kate’s approach to business development matches MBLM’s very well. Kate is a seasoned professional and an expert at connecting with clients. She is adept at problem solving with a keen understanding of what companies need to succeed in today’s competitive and ever-changing environment.”

Conrad adds, “As a results-oriented leader, I am excited to bring my strong sales experience to MBLM’s diverse and specialized team. MBLM’s message of brand intimacy has resonated well with companies and I look forward to being part of this movement in marketing.”

About MBLM

MBLM is the Brand Intimacy Agency, dedicated to creating greater intimacy between people, brands and technology. With offices in 7 countries, our multidisciplinary teams help clients deliver stronger marketing outcomes and returns for the long term. To learn more about how we can help you create and sustain ultimate brand relationships, visit mblm.com.

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