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FOR IMMEDIATE RELEASE

Matt Freedman Joins Continental Office To Lead Branding Division.

Branding expert will drive strategic direction as company continues evolution and expansion of experiential graphic design division

[Columbus, Ohio] – Continental Office this week announced the hiring of Matt Freedman as Senior Vice President, Branding.



Continental Office, which works closely with many clients from various industries like corporate, education, government and healthcare, just to name a few, is known for helping brands tell their stories through experiential graphics and branded solutions. These branded solutions are designed to help clients display their culture, identity and personality both internally and externally. Notable branding clients include, The Ohio State University, Nationwide Insurance and ESPN, among others.

“Our branding capability sets us apart from others in our field,” said Continental Office CEO, Ira Sharfin. “It’s clear that Matt has a vision to build a strong sales and operational focus moving forward to help us take our branding business to the next level.”

For the past seven years, Freedman was at Ologie, a Columbus-based branding agency, where he most recently served as an Executive Account Director. His responsibilities included running the day-to-day operations for client branding projects, and partnering with clients' marketing teams on long-term vision and goals. Continental first worked with Freedman a couple of years ago when they hired Ologie to rebrand their 75 year-old organization. Freedman is now joining Continental to oversee sales, operations and creative direction for Continental's branding division.

"I've always had incredible respect for Continental Office and that admiration increased when Continental was my client in 2015. I'm honored to join such a dynamic company and look forward to helping the branding team optimize efficiencies, broaden its offer, and deliver more strategic branded solutions for clients."

A Chicago-area native (and die-hard Cubs fan), Freedman earned a bachelor's degree in journalism and a master's degree in sports administration and facility management from the Ohio University. He resides in New Albany with his wife, Lisa, and their young daughters.

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About Continental Office

Since 1939, we've been creating memorable experiences through the delivery of intentional spaces so our clients and partners are inspired to change the way they work and think. We're experts in delivering customized solutions based on our clients' business goals. Our creative process ensures that we address every detail so we deliver the best furniture, floors, walls, branding, prefab construction solutions, and workplace services, every time.

We're a team of 220+ creative problem solvers who bring new ideas to life through industry expertise and collaboration in three locations: Columbus, Pittsburgh, and Toledo. By challenging ourselves to influence meaningful change, we help our clients and partners positively affect their bottom line. That's why we push ourselves to explore new possibilities and generate customized solutions to any problem. This resourceful approach to how we work allows us to find solutions others can't.

For more information, please visit continentaloffice.com