



GEORGE P. JOHNSON
experience marketing

A PROJECT: WORLDWIDE AGENCY

Press Release

GPJ EXPERIENCE MARKETING APPOINTS DOUG RYAN TO VP, ACCOUNT DIRECTOR, TOYOTA

Marketing and auto veteran to join Toyota account

Torrance, CA and Plano, TX, May 23, 2014 – George P. Johnson Experience Marketing (GPJ), the world’s leading experience marketing agency, welcomes industry veteran Doug Ryan as VP, Account Director to its Torrance, CA office. Ryan will join GPJ’s Toyota team. He brings 20 years of award-winning experience to the world’s most valuable car brand.

During his tenure at agencies like Grey, Doner, Dentsu and companies including Nissan, Ryan created campaigns for top auto brands including Infiniti, Suzuki, Mazda and more. “In the digital era it’s all about interaction, which means experience marketing is more relevant than ever. Only experiences can bring the virtual and physical seamlessly together to allow consumers to literally feel and know your brand,” said Ryan.

Ryan will work alongside the established creative and strategy teams in Torrance, CA, and Plano, TX, during the transition to Toyota’s new U.S. sales and marketing headquarters.

“Doug’s history in the automotive space and intimate understanding of how great creative and strategy has an immediate and lasting impact on ROI makes him the perfect fit for our team,” commented SVP, Strategy + Planning and Toyota global team leader John Capano.

“At GPJ, we take great pride in our long history of innovation and creativity with clients we hold for decades, not years. We’re extremely selective about who we bring into these relationships and have been impressed with Doug’s understanding of the full suite of engagement strategies,” said Denise Wong, President at GPJ, “We are confident Doug will take us to new heights in our 47th year with Toyota.”

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About George P. Johnson (www.gpj.com)

GPJ is the world’s leading experience marketing agency. It enables top brand marketers to benefit from integrated experiential programs that leverage online, mobile and physical brand interactions. Clients in technology, healthcare, consumer goods, finance and other fields rely on GPJ to help them compete more effectively on a global basis by creating and accelerating relationships with customers, employees, partners, media and other influencers. GPJ is part of Project: WorldWide, the leading independent engagement marketing solutions network (www.project.com). Follow GPJ at <https://twitter.com/GPJExpMktg>.

Contact:

Scott Kellner
VP, Marketing
George P. Johnson Experience Marketing
email: scott.kellner@gpj.com
phone: 650.226.0649