



PRESS RELEASE

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Creative Veteran joins Wayfinder Response Marketing Jeff Billig Hired as Co-Creative Director to help forward Agency Vision

Wayfinder Response Marketing, an agency specializing in the development and execution of disciplined direct marketing campaigns for generating Branded Responses, today announced the hiring of Jeff Billig, as Co-Creative Director.

“Having held senior creative positions at Arnold and Hill Holliday in Boston, and Foote Cone, Chiat/Day, and GMO in San Francisco, Jeff also co-founded Red Advertising in Mill Valley. We’re excited to add him to our management team,” stated Louis Briones, Executive Vice President of Wayfinder Response Marketing. “With nationally recognized campaigns that include the breakthrough introduction of Dell Computer, Schwab.com and the Reebok Pump basketball Shoe, we look forward to the kind of responses he can help create for our clients,” added Briones.

“Having known Jeff Tarran and Louis Briones from the past, I feel very lucky to reconnect at this time” stated Billig. “Wayfinder is a growing business that has a clear commitment to do response-generating work that pushes beyond traditional direct formulas. And they have the people, experience and marketing disciplines to walk the walk. I’m looking forward to helping make great things happen with their rapidly expanding client base,” added Billig.

“Earlier this year we announced our relocation to a larger space in The City, the addition of new employees and the addition of numerous clients in the financial, high-tech, insurance and medical industries. The addition of Jeff’s creativity, experience and management skills will be instrumental for Wayfinder to fulfill its vision to become the preeminent direct response agency in the Bay Area,” stated Jeff Tarran, President of Wayfinder Response.

About Wayfinder Response Marketing

Wayfinder Response Marketing is located in San Francisco and is in the business of creating Branded Response™ to meet the marketing goals of its clients. Using a structured campaign development process called the Response Driven Marketing Sequence™; the agency provides a full suite of response marketing services that leverage the power of brand to create response that achieves marketing goals and enhances customer relationships.

For more information on Wayfinder Response Marketing, contact Louis Briones at 415.277.6961.

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