



## **STERLING-RICE GROUP WELCOMES NEW CREATIVE DIRECTOR**

### ***Veteran Adman Wade Paschall Brings His Wealth of Expertise to the Growing Creative Group***

**June 30, 2010, BOULDER, Colo.**—Sterling-Rice Group (SRG), a veteran Colorado brand strategy, innovation, and communications firm, recently hired Wade Paschall as creative director to oversee the company’s integrated advertising campaigns for clients, including Waterpik, Bernina, and Almond Board of California, among others.

Paschall comes to SRG most recently from Arnold Worldwide in Boston, Mass., where he served as vice president and group creative director, overseeing the global communications for the Jack Daniel’s brand. During his time at Arnold, Paschall introduced Jack Daniel’s first targeted advertising campaign into the Chinese market, resulting in a tremendously successful sales compound annual growth rate of 58% over five years.

“Wade is a talented writer, an accomplished creative director and a genuinely nice guy. We all felt he will be a great fit at SRG on every level, and we’re truly lucky to have him. We look forward to the new energy and direction he will bring to our creative practice as we continue to elevate the quality of the work we deliver to our clients,” said Steve Witt, executive creative director.

Paschall’s years in the industry have included stints at some of the most successful agencies around the country. Paschall served as a copywriter at both Ogilvy & Mather and BBDO West in their New York City and Los Angeles offices working on a variety of consumer brands, including American Express, IBM, Apple, Blue Cross Blue Shield, and Panera.

During his free time, Paschall enjoys spending time with his wife and son and loves to cheer on the men’s basketball team from the University of Kansas, his alma mater.

### **ABOUT STERLING-RICE GROUP**

Headquartered in Boulder, Colo., Sterling-Rice Group is a global leader in integrated brand strategy, innovation, and communications. SRG was founded in 1984 and employs more than 100 professionals. SRG works with numerous leading consumer packaged goods companies, as well as representing many other notable product and service firms in foodservice, retail, consumer hard goods and durables, hospitality, finance, healthcare, and technology. With a deep bench of culinary expertise, SRG has counseled and supported seven of the top 12 food manufacturers in the country. Sterling-Rice Group has been recognized as a “Best Place to Work” by Colorado Biz in 2009, a tribute to the internal culture of the company.

Advertising, research, and branding professionals are encouraged to visit Sterling-Rice Group’s website to learn more about the positions currently available.

Visit [www.srg.com](http://www.srg.com) for more information.



sterling-rice group

inspired thinking that moves people™



**Contact:** Hilary Martin  
303-907-4411  
[hmartin@talkshopagency.com](mailto:hmartin@talkshopagency.com)

Lori Reifert  
303-381-6597  
[lreifert@srg.com](mailto:lreifert@srg.com)

####