



# Creative Alliance Names New CEO

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*Ohio Native Brings Added National Brand Experience to Louisville Agency's Mix*

LOUISVILLE, KENTUCKY, USA, April 25, 2014 /EINPresswire.com/ -- LOUISVILLE (April 25, 2014) --- Creative Alliance founder and CEO Debbie Scoppechio announced today that Jerry Preyss will join the agency as its new CEO effective May 12th. Preyss joins a leadership team that includes Toni Clem as President and COO and Scoppechio, who will remain Chairman of the Board of the state's largest advertising agency. According to Scoppechio, this announcement completes the agency's succession planning process that started more than three years ago.

"We have searched long and hard and we are so excited to make Jerry part of our award-winning team," said Scoppechio. "The depth and breadth of Jerry's national brand experience will allow us to take Creative Alliance to another level of service that will create real benefits for our clients and our employees."

Preyss comes to Creative Alliance from INTERBRAND in Cincinnati, where he served as CEO for the worldwide agency's Consumer Brands and Services Center of Excellence, which serves a number of national brands including P&G, Anheuser Busch, Campbell's, Kellogg's and Kroger. While at INTERBRAND, Preyss was responsible for directing all departments of the agency.

Prior to INTERBRAND, Preyss served as Vice President and Chief Creative Officer of Global Branding and Innovation for Hertz Global Holdings, and President and CEO of G2 Refinery, where he managed and negotiated the acquisition of the Philadelphia agency by Grey Worldwide Group, part of the international WPP network of advertising, marketing and digital communications services.

The announcement of a new CEO comes as Creative Alliance continues to experience unprecedented growth in new business that includes serving as agency of record for the Kentucky Tourism, Arts and Heritage Cabinet and recent contracts with Galen College of Nursing, Stites and Harbison LLC and the Louisville Athletic Club, to name a few. To service increasing new business, the agency has added 19 new positions since January of 2013, and is completing expansion and renovations of its office space at its headquarters in downtown Louisville.

"This is an exciting time for our agency," said Scoppechio, "both for those of us who have been building and sustaining this business for twenty-seven years and those who are coming on board to be part of an even more exciting future."

Creative Alliance was founded in 1987 by Scoppechio and two creative partners. Since then, Creative Alliance has grown to more than \$180 million in annual billings and 144 employees, making it the largest advertising agency in the state of Kentucky and one of the top 100 agencies in the country. Creative Alliance continues to serve its first client, KFC, Inc. Through the years, Creative Alliance has cultivated an impressive list of successful international, national, regional and local clients representing health care, financial services, business-to-business, packaged goods and multi-unit retail.

Scoppechio made the announcement at the agency's quarterly Board of Directors meeting. The company formed an Employee Stock Option Plan (ESOP) in 2009, which allows qualified employees

to receive company stock as part of their compensation program. The ESOP is part of the company's continuity planning to provide long-term ownership and management opportunities as well as a valuable retirement benefit for current and new employees.

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#### About Creative Alliance

Creative Alliance is the state's largest advertising agency, with more than \$180 million in annual billings. They employ 144 advertising professionals that provide marketing, advertising, promotion and public relations planning and services to a wide range of local, national and international clients for more than 25 years. For more information, go to [www.cre8.com](http://www.cre8.com).

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