



# CPG Agency Adds Liz Murnin to Leadership Team as SVP, Sales and Marketing

*The St. Louis agency native brings diverse experience, effective marketing strategies and innovative business solutions to the corporate event space.*

ST. LOUIS, MO, USA, March 20, 2018 /EINPresswire.com/ -- [CPG Agency](#), an experiential & engagement agency, has added Liz Murnin to its Executive Leadership team. Murnin's strong interpersonal skills and high-profile relationships across Fortune 500 companies make her the perfect fit for designing strategies, driving results and developing trust with CPG's current and future clients.

Murnin's robust portfolio of experience spans nearly two decades with national agencies and global brands providing a well-rounded career focused on business development, account management, B2B solution design and new product launches. Her role on CPG's Executive Leadership team will include leading CPG's Marketing and Sales team and developing new client partnerships with best-fit brands to deliver employee culture work and custom experiences that elevate their business meetings.

"I'm thrilled to join the CPG family and honored to work with this team of seasoned and creative professionals" says Murnin. "We are positioned for lightning-quick growth and I look forward to continuing the momentum this amazing team has set in motion."

CPG Agency continues to raise the bar internally and across the industry by putting the right people in the right seats across production, accounts, marketing, sales, leadership and creative teams. By adding value to every client need and being diligent stewards of each client budget, CPG continues to grow year over year, as an agency and as trusted thought leaders, earning multiple best-in-class awards and multi-year contracts from leading global brands.

"We are excited that Liz has joined CPG, and the Nitrous Effect family," says CPG CEO Keith Alper. "Her multi-disciplinary strategy and experience will be a great benefit for our clients. We're all about helping our clients hit home runs for their business, and we just added a top power hitter to the line-up."

To learn more about Liz Murnin and CPG Agency, please visit: <https://cpgagency.com/leadership-team/>

## ABOUT CPG AGENCY

CPG is an internal events agency that designs immersive, live experiences for Fortune 500 companies and their greatest asset - their people. Since 1985, CPG brings internal stakeholders together in meaningful, unforgettable ways by leveraging communication strategies and experiential solutions coupled with award-winning creative, video, digital media and large-scale event production. CPG designs solutions that connect people, inspire action and grow business for brands like Southwest Airlines, Sam's Club, Jimmy John's, Carnival Corporation, Boeing, Sherwin-Williams, Ulta Beauty, Amazon, Sport Clips and more. By transforming attendees into participants and shaping a moment into an ongoing movement, CPG creates brand advocates or "Belief through Experience" which cascades the critical brand message from corporate leaders down to frontline employees. CPG

is a member of the Nitrous Effect, an agency collective. To learn more, please visit [www.cpgagency.com](http://www.cpgagency.com).

Peter Cartier  
CPG Agency  
3143672255  
email us here

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