

ENGINE SHOP | IEG

GINA KATZMARK NAMED ENGINE SHOP & IEG VICE PRESIDENT OF CORPORATE COMMUNICATIONS

Sports and entertainment marketing veteran chosen to lead communications initiatives across the combined organization

NEW YORK and CHICAGO, Jan. 15, 2020 - Engine Shop and IEG are pleased to announce that Gina Katzmark is joining the team as Vice President of Corporate Communications. She will lead all channels of business-to-business communications including media relations, social media and thought leadership programs across both organizations.

Engine Shop, the award-winning engagement marketing agency, acquired IEG in 2018 - uniting IEG's premier sponsorship valuation, research and measurement services with Engine Shop's multi-channel, consumer engagement marketing core competency.

"This is an amazing opportunity to be part of an incredibly creative group experiencing rapid growth. I'm surrounded by a new team of smart, energetic colleagues and feel fortunate to do meaningful work that aligns with my personal passions," said Katzmark.

Katzmark will jointly report to Engine Shop CEO Brian Gordon and IEG Global Managing Director Peter Laatz. She will work from New York, Chicago and Charlotte, North Carolina.

"We've got a phenomenal story to tell and like many marketing agencies, have been too focused on our clients to do so. Gina is an industry veteran who has the vision and credibility to tell the world what Engine Shop and IEG are doing," said Gordon.

Laatz added, "As IEG focuses on the future, we are excited to be working with Gina to generate meaningful content, engaging events and thought leadership our clients rely on."

The veteran communicator and journalist most recently served as global communications director for Nielsen Sports & Entertainment and Repucom. Katzmark worked in various television news management roles for 15 years before becoming a communications leader at Wake Forest University School of Business and the University of Minnesota Duluth. She has an MBA from Wake Forest University and a BA in journalism from the University of Wisconsin-Eau Claire.

She may be reached at gina@engineshopagency.com or +1 218.310.2259.

About Engine Shop: Engine Shop, is an award-winning Global Sports and Entertainment Marketing Agency that specializes in modern, omnichannel marketing campaigns that foster consumer engagement through experiences. Its clients include American Family Insurance, Anheuser-Busch InBev, Floor and Décor, Greyhound, Johnson & Johnson, Major League Soccer, Mercedes-Benz USA, Michael Kors, National Hockey League, Tiffany & Co. and Under Armour, among others. It also played a significant strategic role in the recent World Cup winning bid by the United Bid of Canada, Mexico, and the United States. Engine Shop is headquartered in New York City with offices in Beverly Hills, Atlanta, and Chicago.

About IEG: IEG is the premier global consultancy in partnership strategy, evaluation, and measurement for leading sponsors and rightsholders. Founded in 1982, IEG pioneered thought-leadership in sponsorship and invented the industry's gold standard for sponsorship valuation. The company's creative approach, combined with analytics, data and the broad experience of its team, helps clients make informed strategic decisions that maximize return. Only IEG has the strategic insight and objective perspective on the world of sponsorship that is crucial to helping brands build blueprint strategies to exceed long-term goals. IEG's role as standard-setter and unparalleled information resource through its Annual Conference: IEG World and the IEG Sponsorship Report informs its client relationships and helps ensure partnerships play a pivotal role in executing business strategies.