



Quarry Announces Michael Palmer as Executive Creative Director

- **Digital-savvy choice emphasizes need for customer-centricity in modern marketing**
- **Creative leadership focus to inspire results from a multi-faceted, talented team of experience design professionals**

St. Jacobs, ON, April 20, 2015 - Quarry welcomes Michael Palmer, an award-winning creative professional with nearly 20 years of B2B and B2C experience, as Executive Creative Director.

“We’ve taken our time to find the right creative director for the next exciting leg of our journey, and we believe Michael is a fabulous fit,” states Ken Whyte, President and Chief Operating Officer at Quarry. “He possesses a rare blend of creative expertise that reflects the needs of modern marketing in today’s customer-centric environment. Plus, he demonstrates the collaborative spirit and passion for ideas that are central to Quarry culture and our clients’ success.”

Michael’s appointment comes after longstanding Chief Creative Officer Jay Fournier announced his retirement from the agency after 26 years of inspiring creative leadership.

“As a pioneering partner at Quarry, Jay’s commitment and vision for creative greatness has been instrumental to our success. We’re looking forward to how he redefines ‘retirement,’” adds Whyte.

Michael assumes the leadership for all Experience Design functions across the organization, including content creation, code design, user experience and visual design. He comes to Quarry with an impressive track record in executive level creative roles, most recently as VP, Creative Director for LAUNCH!, an integrated marketing agency in Toronto.

Over the course of his career, Michael has designed and led creative solutions and branding strategies for some of the world’s leading companies and government organizations. On joining Quarry, he said: “I am incredibly excited to join such a talented team. Quarry’s approach to brand

transformation is ground breaking, and I look forward to supporting the organization as Executive Creative Director.”

Michael is based at the Quarry headquarters in St. Jacobs, Ontario. For more information about Quarry, visit www.quarry.com.

About Quarry

Quarry transforms brands for complex businesses. And we're custom-built for two key moments—brands poised for significant growth and brands seeking to jump to a new, more customer-centric curve. We bring a rare blend of strategic, creative and execution skills to help modern marketers deliver better buyer experiences for measurable, business-building results. Quarry is the inaugural MarketingProfs' B2B Agency of the Year award winner.

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