



## Agency Executive to Sharpen and Expand Quad's Growing Shopper Media Offering

Gwen Maass to Join Quad as Vice President of Media Services

SUSSEX, WI, May 8, 2019 — Quad (NYSE: QUAD), a leading marketing solutions partner, has hired experienced marketing executive Gwen Maass as Vice President of Media Services. In this role, Maass will help sharpen and expand Quad's growing shopper media offering for forward-thinking retail and CPG clients. Maass, who has spent the majority of her career at Novus Media LLC, formerly a division of Omnicom Media Group, will draw on her many years of experience in the print and digital media space to advance Quad's strategic and targeted media planning and buying services for connecting consumer experiences across channels.

"Gwen brings a proven track record of building progressive shopper media programs that help our clients elevate how they engage with their customers to maximize success," said Kevin Bridgewater, Senior Vice President of Media & Strategy. "Gwen is a wonderful addition to our team and will continue to accelerate our strategic and collaborative processes. With a reputation for innovation, partnership and building world-class teams, Gwen significantly strengthens our ability to deliver shopper media programs that reach the right audience in the right place across channels. Her arrival is perfectly timed as we continue to build out our leadership team to better support our deepening relationships with our clients."

Maass joins Quad at a time of unprecedented company transformation to address clients' needs for simplicity, expediency, transparency and accountability from their business partners. Quad's integrated marketing solutions platform helps clients move seamlessly from strategy and creative to execution in all communication channels, creating greater value for clients by removing complexity, increasing efficiencies and improving marketing spend effectiveness.

"At Quad, we are committed to our clients' success and continue to develop our media offering to better engage their customers," said Eric Ashworth, Executive Vice President of Product & Market Strategy at Quad. "We have demonstrated this commitment through acquiring leading agencies Periscope and Ivie & Associates, and making a majority investment in Rise Interactive, as well as hiring experienced and progressive talent like Gwen. We have established a significant presence in the media space that we will continue to grow, providing best-in-class solutions that are client focused."

Maass comes to Quad with a wealth of experience. She advanced her career at Novus Media LLC, formerly a division of Omnicom Media Group, which specializes in the strategic development and execution of ROI-based campaigns for retail, national and direct response marketers. As Chief Marketing Officer, she was an integral member of the Executive Operating Committee where she was deeply involved in evaluating, setting and implementing the strategic vision for the agency. She had direct oversight of the Client Services, Media Investment, Strategic Planning and Business Development teams, and ensured the agency's value proposition



aligned and advanced with client needs and expectations. While at Novus Media, Maass also served as President, Vice President & Managing Director and Managing Director of Agency Services.

Maass is a past honoree of the *Minneapolis-St. Paul Business Journal's* 40 Under 40, a program that recognizes young business and community leaders for professional accomplishments, community contributions and demonstrated leadership. She has a BBA in Marketing from the University of Wisconsin-Eau Claire and completed additional education at the University of Minnesota's Curtis L. Carlson School of Management, and Harvard Business School.

### **About Quad**

Quad (NYSE: QUAD) is a worldwide marketing solutions partner dedicated to creating a better way for its clients through a data-driven, integrated marketing platform that helps clients reduce complexity, increase efficiency and enhance marketing spend effectiveness. Quad provides its clients with unmatched scale for client onsite services and expanded subject expertise in marketing strategy, creative solutions, media deployment and marketing management services. With a client-centric approach that drives its expanded offering, combined with leading-edge technology and single-source simplicity, Quad believes it has the resources and knowledge to help a wide variety of clients in multiple vertical industries, including retail, publishing and healthcare. Quad has multiple locations throughout North America, South America and Europe, and strategic partnerships in Asia and other parts of the world. For additional information visit [www.Quad.com](http://www.Quad.com).

### **Media Contact**

Steve Hoffins  
Director of PR/Media Relations and Events, Quad  
[shoffins@quad.com](mailto:shoffins@quad.com)