

Industry Leaders Reunite to Drive Growth for Rise, Quad's Media Agency

SUSSEX, WI, August 14, 2025 – Quad/Graphics, Inc. (NYSE: QUAD), a marketing experience company that solves complex marketing challenges for its clients, has appointed Kristin “KJ” Jones and Evan Hughes as Senior Vice Presidents at Rise, a Quad agency.

Building on a long-standing rapport and deep industry experience, Jones and Hughes now lead integrated teams together at Rise, focused on transforming the go-to-market approach for clients. Their work will combine their extensive agency experience with the power of Quad's proprietary household-based data stack and omnichannel media solutions to help brands connect with target audiences through intelligent segmentation, modeling, testing and measurement. This unique data capability gives Rise and Quad a differentiated position in the market and unlocks greater value for clients. Both executives report to Joshua Lowcock, Quad President of Media.

“KJ and Evan are exactly the kind of leaders Rise was built for: agile, transparent, and results-focused,” Lowcock said. “In an industry that is often opaque and unnecessarily complex, Rise delivers measurable value to clients with speed, smarts, and scruples. With KJ and Evan, we are an even stronger partner for our clients. With KJ's experience building effective media solutions for global brands and Evan's ability to turn vision into execution, we are well positioned to continue to elevate the great work we do for our clients. These two are the best in the business and exactly who we need on our team as we set a new industry standard.”

As Senior Vice President, Integrated Media Strategy & Client Development for Rise, Jones leads client acquisition and service. She collaborates with industry veteran and Quad senior executive [Tim Maleeny](#), aligning audiences, messages, channels and timing across Quad's range of marketing solutions to drive bottom-line growth for client brands. A respected media planning and marketing leader, Jones brings more than 20 years of experience delivering integrated communications solutions for brands such as P&G, Johnson & Johnson, Sony, Spotify and Heinz. Prior to joining Rise, she worked as EVP, Global Managing Partner at UM, followed by Global Media Lead for Colgate-Palmolive at Wavemaker.

In his role as Senior Vice President, Strategic Agency Development at Rise, Hughes leads initiatives focused on transformation, operational excellence and client business growth. Hughes brings a strategic eye to agency development. A former U.S. Army Intelligence Officer, Hughes leads innovation and operations with discipline, precision and resilience. He brings deep agency experience, including more than a decade of leading new business efforts across top holding companies and helping agencies secure over \$2 billion in media billings. Before joining Rise, Hughes held senior roles such as Vice President of New Business at UM and Executive Director of New Business at Wavemaker.

A full-service, omnichannel media agency, Rise applies a proprietary approach that unifies audience, media and measurement under one strategy. Leveraging advanced analytics and real-time insights, and underpinned by history in performance marketing, Rise drives measurable business outcomes for client brands while maintaining the agility to adapt to rapidly changing market dynamics. The agency services clients across the consumer packaged goods (CPG), retail, health, entertainment and technology industries.

Quad

About Quad

Quad (NYSE: QUAD) is a marketing experience, or MX, company that helps brands make direct consumer connections, from household to in-store to online. The company does this through its MX Solutions Suite, a comprehensive range of marketing and print services that seamlessly integrate creative, production and media solutions across online and offline channels. Supported by state-of-the-art technology and data-driven intelligence, Quad simplifies the complexities of marketing by removing friction wherever it occurs along the marketing journey. The company tailors its uniquely flexible, scalable and connected solutions to each clients' objectives, driving cost efficiencies, improving speed-to-market, strengthening marketing effectiveness and delivering value on client investments.

Quad employs approximately 11,000 people in 11 countries and serves approximately 2,100 clients including industry leading blue-chip companies that serve both businesses and consumers in multiple industry verticals, with a particular focus on commerce, including retail, consumer packaged goods, and direct-to-consumer; financial services; and health. Quad is ranked among the largest agency companies in the U.S. by Ad Age, buoyed by its full-service media agency, Rise, and creative agency, Betty. Quad is also one of the largest commercial printers in North America, according to Printing Impressions.

For more information about Quad, including its commitment to operating responsibly, intentional innovation and values-driven culture, visit quad.com.

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