



FOR IMMEDIATE RELEASE

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### Derse Adds New Sales Talent in New York City

**Milwaukee, Wis.** – Derse is pleased to announce the addition of new talent to its sales team. Christopher Thornton recently began as a Senior Account Executive based out of New York, bringing with him extensive experience in the exhibit industry.

Thornton has a record of proven success in the industry. He is consistent in increasing sales numbers by developing custom programs for his clients while simultaneously producing award-winning exhibits. In his prior position, he also received the President's Award in recognition of his superior work, dedication and business success.

"Christopher is recognized as an important resource to the fashion industry. His ability to create and execute events, trade shows and permanent environments is exceptional," says Eric Preston, Vice President of Sales for Derse. "Ultimately, our clients seek to gain from Christopher's rich knowledge and industry background."

#### **About Derse:**

Derse is a complete face-to-face marketing agency with a smarter approach to building client sales and managing their trade show, marketing environment and event programs. Derse helps organizations align face-to-face marketing efforts with broader business strategies through:

- Experiential Marketing strategies that help increase sales
- Program management tactics that help control and reduce costs
- Creative architectural and graphic solutions that attract a target audience

Derse has received honors including recognition as one of the "World's Top Event Marketing Companies" (#7) by Advertising Age magazine; and Derse's national headquarters received Silver-level LEED certification, an industry-first for face-to-face marketing industrial facilities. Derse employs more than 350 people in Atlanta, Chicago, Dallas, Indianapolis, Las Vegas, Los Angeles, Milwaukee, Minneapolis, New Jersey, Pittsburgh, Phoenix, San Diego and San Francisco. For more information, visit [www.derse.com](http://www.derse.com) or follow us on Twitter at [www.twitter.com/dersesocial](http://www.twitter.com/dersesocial)

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