



FOR IMMEDIATE RELEASE
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Derse Welcomes Mario McCabe as Account Executive in Las Vegas

LAS VEGAS, NV – Derse is pleased to announce Mario McCabe has joined its sales team as an Account Executive. He will develop, support, and maintain customer relationships in the Las Vegas division.

McCabe, who most recently worked for MODO Exhibits, has twelve years of industry experience with a comprehensive background in trade shows, events, specialty exhibits and mobile marketing campaigns. “I’m excited to join a company with long-term vision and a focus on customer service that stands head and shoulders above the competition,” remarked Mario.

One of Mario’s proven strengths is developing new business through creative marketing strategies that deliver results. He has successfully managed programs for major companies, such as Acision, SKYY Vodka, Clorox, BASS Footwear, and Thomson Scientific, all of which have extensive domestic and international face-to-face marketing programs. Mario’s in-depth understanding of strategic program management will be a valuable asset to Derse’s Las Vegas division.

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 your sales
- Program management tactics that help you control and reduce costs
- Creative architectural and graphic solutions that attract your target audience

Derse is recognized by Advertising Age magazine as one of the World’s Top 50 Agency Companies (#45), Top 50 U.S. Marketing Services Agencies (#29), and Top 50 U.S. Promotional Agencies (#10). Derse employs more than 400 people in Atlanta, Chicago, Dallas, Las Vegas, Milwaukee, Minneapolis and Pittsburgh. For more information, visit derse.com.

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