



FOR IMMEDIATE RELEASE  
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### **Campanella joins Derse Pittsburgh as Account Executive**

PITTSBURGH, PA – Derse is pleased to welcome Tommy Campanella as an Account Executive in the Pittsburgh division. In his new role, Tommy will be responsible for management of client exhibit programs as well as new business development.

Campanella comes to Derse from IDL Worldwide where he was most recently a National Account Manager. With over seven years of industry background, Tommy has a broad range of experience with full-service client program management, exhibit design, graphic design, production management, and cost control. He has built extensive strategic programs with major clients such as Roche Pharmaceuticals, True Value Hardware and OfficeMax.

“Tommy is a true consultant to his clients providing them with the strategic direction needed for their program,” said Eric Preston, Vice President Sales, “We’re excited to have Tommy join our team and look forward to supporting his clients.”

With his recognized talent for building relationships and his thorough understanding of the exhibit industry, Tommy will be a respected resource for his clients.

#### 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](http://derse.com).

#### FOR MORE INFORMATION CONTACT:

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