

Client: Sears Studio Services (AKA Evoke Productions)
Project: Web copy – write creative leadership team bios

Janet Viane

Vice President, Marketing Operations and Digital Relationships, SHC

As an architect of change, Janet Viane is an industry superstar. She has over 30 years of senior management experience in strategic planning, sales, marketing, operations and organizational development. And wherever her luminary career has taken her, she has built new foundations for growth and development.

For example, Janet held leadership roles in the print management and information services industries. And those companies still talk about her in awe. She is legendary for her organizational change initiatives that shook the foundations of companies near and far. And that's a very good thing...because Janet built stronger customer service teams and paved the way for new quality and management models.

She is also a board member to both profit and not-profit organizations – where she applies her architect of change skills at the highest levels. But she refuses to wear a hard hat on the job; it can ruin a good hair day.

Teri Lucchetti

Divisional Vice President, Studio Services

When it comes to orchestrating success – Teri Lucchetti is a maestro. With more than 30 years of Marketing and Marketing Services, she has won rave reviews from customers and employees alike for her collaborative leadership and operational excellence. As a high performer herself, she has built quality driven teams, directed large scale change and maximized productivity. But when it comes to customer service and creative expertise, Teri takes top billing. No wonder customers sing her praises!

Just give her the baton and watch the maestro at work. She sets the tempo for keeping all of the artistic and business services at Studio Services working in harmony. Teri's undergraduate degree in Journalism had a strong Advertising emphasis. She then went on to earn her MS in Marketing Communications from Roosevelt University – so she always hits the right note – especially with multi-channel advertising.

Cyndy Parker

Director, Account Services

Known as the Wonder Woman of Account Services, you won't see Cyndy wearing her satin cape to work. Red is simply not her color. But that's okay, because she can perform her amazing marketing operation and customer service feats anyway – whether in a new start-up or existing environment. Need superhuman financial management or business process optimization? How about a PMI certified Ninja that can tame the biggest project beast and cut costs? Then Cyndy is your action heroine...ready to save your project from over-

billing and underperforming ROI. Come see her in action – WHAM! Who knows, she might even put on her red cape just for you. Cyndy went undercover to attend Milliken University for a BS in marketing where everyone called her Cynthia.

Ken Reece

Director, Creative Services

Ken Reece is something of a rock star in the industry. That's why Studio Services is totally stoked that he chose us for this long running gig. Over the past 20 years, Ken has been managing large creative groups and photography studios, winning over big client fans coast to coast.

And he has built that reputation the hard way...he earned it. Ken has designed, built, equipped and staffed some of the country's most buzzworthy studio operations. Back in the early 90s, he was also instrumental in helping a megastar retailer transition into digital imaging to the tune of 75,000 images annually, while saving them major bucks. Awesome.

As co-founder of the Workhorse Group, he helped create software that changed content creation forever in ad agencies and big corporations everywhere. And now he's pumping up the volume at Studio Services and that's music to everyone's ears.

Sean Burley

Director, Digital Asset Management

Welcome to Sean's planet – which is another way of saying he knows his way around the world of digital asset management. So let's take a quick tour of his stellar experience – studio operations management, omni channel marketing, 360 branding, workflows, creative development, pre-press, mechanicals, retouching, 3D design and illustration. It's no wonder that blue chip clients like Motorola, Kraft and Quiznos have gravitated to his leadership, technical expertise and out-of-this-world account management. When Sean has come down to earth over the past six years, you would have found him at all-star agencies with global accounts. Sean graduated with other earthlings from New Jersey University with a BFA in Communication Design & Technology and a minor in inter-planetary advertising.

David B. Weights

Director, Photography & Videography

When it comes to working for retailers, David likes them big. As in Wal-Mart big. And that's just where we found him to take over the gargantuan role of Director, Photography & Videography at Studio Services. David is a 'heavyweight' when it comes to the care and feeding of digital assets. He has extensive experience leading hordes of photographers and DAM professionals to capture, coordinate, store and distribute millions upon millions of images. But what really makes David a champ is his killer instinct for increasing revenue and

slashing photo costs for clients. Who knew? All this from such a charming British gentleman with a degree in film from Polytechnic of Central London.

Malinda Weaver

Director, Production Services

When it comes to production, there are strategic thinkers and roll-up-your-sleeve doers. And then there's Malinda – she does both on time, on budget and with a smile. As a seasoned leader, she thrives in a fast-paced, ever-changing production climate of video, digital and print. It's always smooth sailing with Malinda around. Even in a perfect storm of big, complex projects, she can effortlessly navigate around the tightest of timelines and the snarkiest of people. In a past life, Malinda was the General Manager of a creative agency where she was highly successful implementing marketing strategies and programs for a stellar client list including ServiceMaster, Quaker, Chicago's 2016 Olympic Bid, HSBC and Hitachi. But we snatched her up to direct production and the merchandise operations right here in the Midwest's fastest growing, full-service photography studio.

And today, Malinda is our go-to forecaster for anticipating clients' needs...which is kind of freaky, but very cool for building long-term customer relationships.