

## George Tierney

*Creative Director and COO*

A Co-Founder of QuantumMethod, George serves as Creative Director and Chief Operating Officer. George's primary objective is implementing best practices and methodologies across the organization in concert with leading the developed of QuantumMethod's creative products and brand development strategies for it's clients.

Prior to forming QuantumMethod George served as Executive Creative Director Eastern Region for Seurat Company (*formerly XOR, Inc.*). Seurat specialized in eBusiness solutions and precision marketing services for fortune 100 and 500 clients. George led brand development and new media initiatives for clients that included **Blue Cross Blue Shield, Citgo Petroleum** and **Qwest Communications**.

Before his time with Seurat George held the post of Sr. Art Director with *USWeb/CKS*. USWeb/CKS became the worlds largest new media and branding professional services firm during the late 1990's with a population topping 10,000 servicing 42 countries. USWeb/CKS provided deep high-end services in new media development, eBusiness solutions, marketing and advertising including corporate communications and brand development to the fortune 100 and global 5000 brands. George joined the Atlanta office in 1996 and was a key leadership member in one of the top revenue producers within the creative practice worldwide. He helped build the Atlanta creative practice from a population of 5 to ultimately 65 creative professionals, of which he managed 45. His accounts included **The Coca-Cola Company** and **Sunbeam**.

In 1993 George began his career in his home city of New York on its famed Madison Avenue where he developed creative solutions for clients such as **Club Med** and **PepsiCo International**.

Throughout his tenure as a creative professional George has strived successfully to combine the furthering of high-end design principles in visual communication with the driving forces of critical business and brand strategies.