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SPARKS APPOINTS NEW SVP TO LEAD STRATEGY AND INSIGHTS DIVISION

Dax Callner Will Engage Sparks Clients in Strategic Planning and Execution

PHILADELPHIA, Pa., Feb. 20, 2014 – [Sparks](#), an award-winning global brand experience agency, today announced the hiring of [Dax Callner](#) to lead the expansion of its Strategy and Insights division. Callner, most recently of Crux and Momentum Worldwide, joins Sparks with 15 years of experience developing strategic marketing programs for some of the world's leading brands, including American Express, GE, HP, P&G, Intel, Kraft, Microsoft, and Pitney Bowes.

As senior vice president of strategy, Callner will oversee all strategic client initiatives for Sparks. Callner's hire comes just six months after the addition of David Lentz, senior vice president of creative strategy, and continues the company's focus on expanding its senior leadership and category expertise across a wide spectrum of [capabilities](#).

"The industry dynamic is changing," Callner says. "Clients are looking to their agencies not only to execute marketing initiatives but to help design their programs from the ground up. I see the role of strategy as truly objective – taking an honest look at a client's business challenges and providing tangible ways they can be more successful. While Sparks has always offered really smart, strategic thinking, I'm excited to expand this distinct division and capability. Plus I'm getting the chance to work with a super talented team and very interesting clients!"

Scott Tarte, Sparks CEO, commented, "Dax is as passionate as they come. He loves the challenge of helping clients devise new methods of marketing their brands, products and services. He's also very collaborative, and sees the value of joining a team that can provide clients with insight across multiple verticals, especially as multiple marketing worlds collide."

About Dax Callner

Over the past 15 years, Dax Callner has led strategy teams at Jack Morton Worldwide, Momentum Worldwide, Publicis Kaplan Thaler and at his own marketing consultancy, Crux. His work has included the development of event marketing strategies, tradeshow initiatives, digital and social campaigns, street-marketing, user conferences and consumer events. Callner is writing a book about social media archetypes, has published numerous articles about innovations in marketing, and is regularly called upon to speak at industry leadership events. He's also a musician who regularly performs with his New York band The Dayz.

About Sparks

Sparks is a leading global brand experience agency. Part creative studio, part production powerhouse, Sparks creates dynamic brand experiences anywhere in the world a customer engages with a brand. Core competencies include the strategy, creative, production, management, marketing, interactivity and measurement of tradeshow exhibits, events, meetings, consumer activations, retail experiences, and more. Visit us online at sparksonline.com.

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