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## **FOR IMMEDIATE RELEASE**

### **CT-BASED AGILE MARKETING AGENCY, SCRUM50, EXPANDS TO DC WITH AGENCY VETERAN FROM ACCENTURE INTERACTIVE AND 360i, CRAIG "WISH" WISHNER**

South Norwalk, CT — [Scrum50](#), an agile marketing agency, has announced the expansion of their organization to a second office in the DC area with the hiring of agency veteran Craig Wishner as its new VP, Strategic Accounts. In this role, Wishner will be responsible for the growth of the agency through new business development and strong client relationship management.

“Our growing team of agile marketers call South Norwalk, CT home and knew it was time to expand our footprint with Wishner in the Washington DC Metro area. This move is important to help bolster our roster of high profile major national brands like NHL, Subway, Elizabeth Arden and Mondelez. Scrum50 is emerging as an agile marketing leader nationally, which speaks to our growth and expansion with Wishner in the DC area. We are elated to demonstrate that there actually are agencies growing and thriving in Connecticut,” said Jen Miller Executive Creative Director, Partner of Scrum50. “We tapped Wishner to continue our fast-paced growth trajectory to fuel our agile fire and provide more high-level support to the amazing clients that we work with.”

Wishner joins Scrum50 after holding various business growth position roles at Accenture Interactive (Wire Stone), Tenthwave Digital, and 360i. During his tenure at these agencies, he helped build and fuel the agency’s growth with brands such as Marvel Entertainment, Red Roof Inn, Duncan Hines, Duck Tape, Prudential, Crayola, American Express, Farmers Insurance, Warner Brothers Home Entertainment, and many others. With his strong leadership and marketing background, Wishner is poised to lead the company to continued growth at Scrum50.

“I look forward to leading Scrum50’s charge in the DC area and working with some of the incredible companies they support,” said Wishner. “I’m energized at the idea of supporting brands through the lens of Scrum50’s agile methodology and entrepreneurial spirit.”

For more information about Scrum50, visit [www.scrum50.com](http://www.scrum50.com).

## **About Scrum50**

Founded in 2014, Scrum50 is the first born agile marketing agency, which turned the traditional advertising agency model on its head. Their mission is to be both a world-class strategic creative agency and an efficient one by embracing Agile Marketing approaches -- employing shorter production sprints managed by uniquely-talented hybrid teams (scrum style!). It's a new day. It's a new way. Learn more about the company at [www.scrum50.com](http://www.scrum50.com).