

## **TLG Expands Omnichannel Customer Marketing Capabilities with Key Hires**

MINNEAPOLIS (September 13, 2017) — The Lacek Group, a Minneapolis-based, customer-engagement agency, announces the addition of two senior-level hires to expand TLG's Omnichannel Customer Marketing capabilities.

Patrick Landry joins as Senior Director, Omnichannel Customer Marketing, and Brian Poe serves as Director, Digital Intelligence and Analytics.

TLG's Omnichannel Customer Marketing capabilities now extend clients' measurable, data-driven customer-marketing efforts to more touch points than ever before, leading to greater customer insights and marketing optimization opportunities.

"While we've been working in the customer marketing space for years, Pat and Brian are poised to take this client offering to a new level," says Julie Bustos, Senior Vice President, Technology Services, at TLG. "Together, they bring a deep and diverse skill set in digital media and digital intelligence, and will help design and deliver innovative customer-marketing experiences across channels for our clients."

Originally from Ottawa, Canada, Landry has honed his marketing career by overseeing digital media, designing digital platforms and founding a marketing-technology consulting company. Most recently, Landry served as the Digital Media Leader at General Mills.

Poe comes to TLG from Best Buy, where he served as a Digital Intelligence & Optimization Manager, leading a team of data analysts to test, measure and optimize website performance. He started his career as a web analyst at Target, and has held digital roles in the Twin Cities at Evine Live, Capella University and GoKart Labs.

### About The Lacek Group

TLG is a customer-engagement agency that develops marketing solutions at the intersection of brands, data insights, and creativity. TLG designs and optimizes highly successful customer-relationship management initiatives, loyalty programs, and customer communications across all media for some of the world's most respected brands. The agency's clients include Starwood Hotels & Resorts, Carnival Cruise Lines, U.S. Bank, Enterprise Holdings (National Car Rental, Alamo Rent A Car, Enterprise Rent-A-Car), United Airlines, Ford Motor Company, DuPont Pioneer, and DuPont Crop Protection. TLG is a specialty agency of Ogilvy & Mather. Learn more about TLG at [lacek.com](http://lacek.com).