



Press Release

Jacksonville, FL (May 16, 2012): Idea, a leader in digital design and technology solutions, has named Brett Malden executive creative director for the company. He will lead the Visual Design, User Experience, Strategy, and Content teams, as well as Idea Studios, the agency's 3D/Motion and Video Production team.

Malden joins Idea from Iventus Digital, where he was Senior Vice President and Executive Creative Director. He is also the former Global Lead of Integrated Production at SapienNitro and has worked with top advertising agencies including Wieden + Kennedy, BBDO and CP+B. In addition, Malden brings 20 years freelance experience in several startups, working for top brands such as Chrysler, VW, Coke, Unilever, Mars, Nike, Dell and others.

Malden will help develop new opportunities for Idea's digital agency by expanding current client relationships and forging new ones, while positioning Idea as a leader in the digital design, innovation and marketing space.

"Design is a differentiator for business today. At Idea, I will drive lean UX processes and focus on proving the business value of good design," said Malden.

"Brett brings a ton of energy and entrepreneurial vision to Idea," said Christian Barnard, vice president, Idea. "He will quickly add a wealth of value and creative enlightenment to our company with his signature thought leadership and innovative perspectives."

About Idea

Idea is a leading, global provider of innovative business and technology solutions. Idea's industry expertise is focused on our clients' needs to deliver full software development lifecycle and infrastructure solutions in several key areas of digital strategy, marketing and design, application development and management, infrastructure support and services, customer support, and mobile communications. Our clients include a mix of Fortune 100, mid-market and public sector entities across a broad range of industries including Consumer Electronics, Financial Services, Healthcare, Energy, Retail, Government, Hi-Tech, Industrial, Transportation and Media and Entertainment. Our mission is to transform your ideas into an executable and repeatable reality, turning complex business needs into simple business solutions. For more information on Idea, please visit www.idea.com.

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