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## **Dallas Based Ad Agency Revel United Expands, Hires Brand Management Veteran**

Addition of Kristin Lichtenauer Helps Bridge Client and Agency Perspectives

DALLAS, Texas — The founders of Dallas-based ad agency Revel United announced today the hiring of Kristin Lichtenauer as vice president brand marketing.

With nearly 20 years of both agency and client-side experience, Kristin has unique credentials. She worked her way up through the ranks of many notable local and national advertising agencies, including Ayer, Bozell and Temerlin McClain.

Kristin continued to expand her marketing experience on the client side as the Director of Global Branding and Advertising at Nortel Networks and Director of Retail Marketing for Interstate Batteries.

"Today's progressive companies recognize that global brand concerns are no longer reserved for multinational companies, so clearly Revel's senior leadership must have worldly skills," says Revel CEO Mark Stafford. "Kristin brings global experience and unique insights that help us serve our clients better."

Kristin's work has received a number of industry awards including Ace, Mobius, Telly and a finalist for the International Campaign of the Year, just to name a few.

"Each member of our management team comes from very different areas of the world so we are more attuned to differences – differences in cultures, lifestyles and experiences," says Revel Creative Director Horacio Cobos. "Kristin brings the additional dimension of the client perspective and that sensibility is reflected in our approach to the work."

At Revel, Kristin is responsible for planning, developing, and directing the marketing efforts for a number of Revel clients, as well as developing strategic partnerships.

Revel's client experience includes American Airlines, Baylor Health Care System, Blue Cross Blue Shield, ClubCorp, Dallas Symphony, deBouille, El Chico Restaurants, Fina Oil, Greyhound, Haggar Apparel, Hyundai Motor America, Honda UK, IBM, Interstate Batteries, Intervoice, J.C. Penney, Jack Black, Kellogg's UK, McDonald's UK, Morrison & Cox, Nokia, Nortel Networks, Phillips, Rosewood Properties, Sam's Club, Terminix, Texas Instruments, Tolleson Wealth Management, and Wyndham Hotels & Resorts.

### **About Revel United**

Headquartered in Dallas, Texas, Revel United is an award-winning, full-service brand-advertising agency. Born out of a passion of uncovering unique insights and universal human truths, the agency is committed to building world-class brands by delivering brilliantly simple and effective ideas. Revel's key differentiator is its core leadership, which is comprised of a mix of people from around the world – people from various places with distinct cultures, who speak diverse languages and offer unique perspectives. This provides our clients with an immensely powerful insight cache that yields extraordinary ideas. Different matters, because different breaks out from the clutter.... [revelunited.com](http://revelunited.com).

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