



BRAND
INNOVATION
GROUP
LLC

think big!

gotobig.com
8902 airport dr, suite a, ft. wayne, in 46809
free: 866.469.4080 fax: 260.469.4050
260.469.4060

Profiles of News Sources

Brand Innovation Group (Big) is all about Thinking Big—about ideas that establish companies as leaders. We help companies discover their brand story and find compelling ways to tell it.

- Established 1995
- 21 employees
- Numerous local, regional and national awards
- More than 53% sales growth over last 5 years

Media contact:

Susan Sigworth

260.469.4060

susan@gotobig.com

Primary Company Spokesperson



Chad Stuckey, president and creative director
chad@gotobig.com

Over his 15-year career in design, branding, and advertising, Chad has distinguished himself as one of the most creative thinkers and talented designers in the region. Chad founded Big in 1995 and holds degrees in organizational leadership and technical graphics from Purdue University. He's served as a Taylor University adjunct professor and on the board of directors for Matthew 25 Health and Dental Clinic. In 2005, he was named a Future 40 recipient, honoring community leaders under the age of 40 who represent the future of Fort Wayne's business and philanthropic landscape.

Topics

- Trends in branding, marketing, and design
- Creative marketing tactics and execution
- Award-winning graphic design
- Small business issues and entrepreneurship
- Ethics/faith in the workplace



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Secondary Company Spokesperson



John Crilly, marketing director
john@gotobig.com

With nearly 20 years of marketing experience with some of America's most well-known brands, John has a wealth of experience in the manufacturing and service industries, and has worked with some of the most recognizable brands in the world, such as Audi, Volkswagen and North American Van Lines. His areas of specialty include marketing planning and strategy—as well as marketing and communication programs for dealer/distributor/rep networks. A frequent facilitator and trainer, John holds an interpersonal and public communication degree from Purdue University.

Topics

- Trends in branding, marketing, and public relations
- Guerrilla marketing
- Strategic marketing for dealer distribution channels
- Training and employee morale
- Customer loyalty

For Stories on Search Engine Marketing/Technology



Aaron Eisberg, interactive marketing manager
aarone@gotobig.com

Aaron is a certified Google Advertising Professional (GAP), responsible for building and maintaining clients' Web marketing presence, using search engine marketing (SEM), search engine optimization (SEO), analytics, e-mail marketing, affiliate marketing and social media. He holds a bachelor's degree in informatics from Indiana University and an MBA from Taylor University.

Topics

- Search engine marketing
- Search engine optimization
- Social media optimization
- Web analytics
- E-mail marketing
- New and emerging technology



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For Stories on Strategic Communication



Susan Sigworth, senior communications strategist
susan@gotobig.com

Susan is an award-winning communicator with more than 20 years experience in public relations, marketing communications and university teaching. Formerly a full-time professor at Taylor University, she later built and managed the corporate communications department at Brotherhood Mutual Insurance Company. For a decade, Susan ran her own business and completed numerous projects for major U.S. and international brands through advertising agencies. A gifted teacher and trainer, she holds a master's degree and the Accredited Business Communicator (ABC) designation.

Topics

- Corporate positioning and messaging
- Thought leadership
- Business writing
- Internal/employee communication

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