



A Winning Strategy

InVision Expands Capabilities with Key New Hires

WALNUT CREEK, CA—InVision is pleased to announce the latest additions to its growing Strategic Services Group (SSG), Senior Engagement Strategist Heather McCormick and Learning Expert Karen Baldauff. *“We are excited to have Heather and Karen on board. Together, they bring a tremendous breadth of expertise to our strategy practice, allowing us to deepen the kinds of programs we’re able to offer our clients,”* said Nicole Bojic, Group Executive, SSG.

With 25 years of experience in the strategy world, Heather will focus on internal management and communication dynamics across InVision’s client roster, enhancing the company’s ability to drive audience acquisition, brand value and revenue growth for its valued clients. Prior to joining InVision, Heather developed strategic audience engagement programs for AAA, and served as a database strategist and marketer for leading publications including Harvard Business Review, Inc. Magazine and Autoweek.

With more than a decade focused on developing adult learning programs, Karen will bolster InVision’s ability to accelerate customer success through instructional design and applied adult learning theory, working directly with clients on the design, development and execution of learning programs. Karen honed her skills supporting marketing and global sales enablement for Wells Fargo and HP, and producing an educational series for the Stanford University Executive Education program.

Rod Mickels, InVision’s co-founder and CEO elaborated, *“We’re continuing to add amazing talent to our team and expand our capabilities to offer more holistic, strategically grounded solutions to our clients. We’re delighted to welcome Heather and Karen on board.”*

ABOUT INVISION

Founded in 1991 by Rod Mickels and Drew Hagen, InVision is a leading full-service engagement agency providing best-in-class business communications solutions via a dynamic blend of strategy, technology, analytics, creative and production excellence. We are proud to partner with some of the world’s most respected companies as we bring their brands to life through product launches, global sales conferences, employee training programs, change management initiatives and much more.

For more information, contact us at info@iv.com.