

Meet the Creative Services Team

Emily While Oracle busily dispatches the Gotham City superheroes, providing intel and impressing with her photographic memory, Emily is doing the same for Creative Services. As our traffic coordinator, she's at the center of all the action, assigning teams, shifting schedules and keeping this crazy machine moving efficiently. As a walking database for all things Reliant — she's been here longer than most in the department — and always the first to know just about everything that goes on here, we couldn't ask for a better information broker.

Tim Just like Wolverine, Tim has a past shrouded in mystery. A skeleton sheathed in indestructible material. A mind brimming with intellect. Coincidence? We think not. Add to that Tim's mutant healing factor, which can revitalize virtually any flawed concept that comes his way, and we're pretty sure Tim and Wolverine are one and the same. Using his unbreakable claws to cut through false logic and get to the heart of the matter, Tim "brings the energy" to every project he's a part of.

Patrick His driver's license may say 'Patrick,' but we consider him the Chuck Norris of Creative Services. Need evidence? Exhibit A: there is no "Ctrl" button on Patrick's computer; Patrick is always in control. Exhibit B: Patrick always knows the EXACT location of Carmen SanDiego. Exhibit C: Patrick has counted to infinity ... twice. While you won't see him break out a roundhouse kick at the Houston Pavilions, you will see him flex some serious strategic marketing muscles. With years of agency experience, Patrick knows how to make things happen. After all, he once won a game of Connect Four in only three moves.

Cyndi Just call her Buttercup. Most days, Cyndi — our resident Powerpuff Girl — is sugar, spice and everything nice. But, when the situation demands it, she knows how to get a little spunky to get things done. Case in point: when starting her career selling ad space door-to-door to local businesses, if a prospect dared utter the word "NO," she'd use her Sonic Scream until they signed on the dotted line. Now that she's touched down to the galaxy known as Reliant, she's using her super powers to save the day as a project manager. Go, Powerpuff Girl, Go!

Chris You know that scene in *Edward Scissorhands* where Edward takes a run-of-the mill hedge and, with his eye for beauty and precise touch, transforms it into a larger-than-life topiary beast? Chris Hawley's well-honed design skills have the same effect. He approaches every project with the inspiration to create something breathtaking. It's intense. Plusses from the company logo literally fly off of his computer screen. And when the final product is unveiled, we can't help but "ooh" and "ahh" in unison. You will, too.

Teasha Power to control the environment? Check. Precision along with strength? Check. Strategic, wise and nurturing? Check, check, check. Teasha's numerous talents conjure up images of fierce superheroine Storm. They both use their sensitivity to the dynamics of the world for greater good. In Teasha's case, she directs her creative zeal and strategic mind to create visual wonders, while loyally supporting her teammates along the way. As a result, we are all thankful when the Storm in Houston heads our way.

Paula Paula’s superpower comes in a very small package, but it packs a powerful punch: we like to think of her as Advil ... or Excedrin ... or Tylenol. Whatever your pain reliever of choice, she’s it. She has the ability to relieve headaches that arise from editing and finalizing art files. On even the trickiest of projects, nothing can faze Paula: she’ll unravel every media mystery and present solutions to the unsolvable. With several decades of experience providing accurate, on-time production work, Paula is just what the doctor ordered.

Jaime Much like Ms. Pac-man, Jaime can be seen efficiently navigating through the marketing maze for Reliant and leading Creative Services. Along the way, she picks up nuggets of valuable information, which she kindly shares with her team. But, unlike Ms. Pac-man, Jaime doesn’t need a special power-pellet to immobilize the ghosts (or, as we call them, “problems”) that chase her around; she meets them head-on and eliminates them before they can scare the bejesus out of the rest of us.

Kristen “In every generation there is a Chosen One. She is the slayer.” Just call Kristen the Buffy of our Scooby Gang. Got a fangy project in need of sharp copy? She’ll slay it using her trusty pen, Mr. Pointy — without leaving a speck of dust in sight. No more baddies. Creative much? She reanimates the carbon-dated — often with a fitting pop culture reference, just to keep things interesting. Grrr argh.

Heather Heather is a modern-day Rosie the Riveter for the Creative Services team: her sleeves rolled up, (creative) muscles flexed and declaring, “We can do it!” With solid design sense, sharp execution, strategic thinking and willingness to challenge the status quo, Heather elevates every project she works on. She brings more than two decades of design and branding experience to Reliant, along with a take-charge attitude that yesteryear’s Rosie would approve of.

Cindy Move over, Samantha Stevens; there’s a new supernatural force in town. Cindy has bewitched us all as she works her magic with vendors to produce first-rate marketing communication, from pens to posters to tradeshow booths ... and everything in between. She’s still working on perfecting her nose twitch, but everyone — including Darren #1 AND Darren #2 — agrees, she’s wicked awesome.

Carolyn When it comes to navigating a complex scenario with stealth, accuracy and composure, Carolyn is your ninja ... er, *writer*. But, she does have some serious ninja skills with the pen — her weapon of choice — using it to conduct covert communication operations. She’s so quick and so precise, even *she* has never seen her own shadow — though her reputation for being resourceful and quick-witted follows her everywhere. Words to remember: there’s no writing mission that can’t be carried out by this ninja star.

Jamie When Xena: Warrior Princess releases her weapon of choice, the chakram, there’s never any doubt that it will reach its final destination with grace, speed and accuracy. The same holds true when Jamie releases her design prowess on a project. Sparks fly. The stars align. The end result is a direct hit. It’s due in large part to having owned a successful creative business where she worked with well-known brands and corporations. For that, we give her a Xena-esque, “Ay-ay-ay-ay-ay!”

Steve Fred Astaire used his dancing skills to breathe life into everyday objects like coat racks and drum sticks, making them flow with elegance. Steve does the same with words, making

everyday concepts come alive. And while we have yet to see him dance on the ceiling like Daddy Long Legs, Steve has been known to stand on a desk every now and then. The true test of a skilled copywriter, sometimes he doesn't need any words at all to make a statement.

Harry Whereas Ironman simply built his powerful suit of armor, Harry acquired his over a lifetime — and with nary a broken bone, his ironclad exterior has served him well. His desire to vanquish evil and to stamp out what's ugly in the world started while serving in the Air Force before moving on to interactive design. Now he is always on the lookout for bad design. You'll know he is near from the sonic boom of his voice, which packs a mighty punch. With his playful attitude and witty demeanor, one may never see the serious side of him outside of the suit.

Chris Chris really cleans up well — you'd never guess that he roams our hallways as the Swamp Thing. Just like the 1982 creature feature, he wears his low-budget, so-campy-it's-cool badge proudly on his sleeve. (Don't you wish *you* had one, too?) With his nitty-gritty design powers, he inhabits and animates whatever vegetable-like tasks he comes across. In his human state, he can be found cycling, camping or listening to '80s hair metal ... but as the murky-green giant, he'll be pre-occupied hunting for the next vessel for his creativity to embody.

Dione She thinks she's the Invisible Woman, but Dione isn't fooling us. Yes, she entered Creative Services under a quiet guise. But her psionic energy has helped advance the Reliant brand and, in the process, stripped away her invisible shield. And thank goodness: now we can see when she activates her razor-sharp design skills — and duck!

Adrian Ever watched the movie *Inception*, where the characters build dreams-within-dreams-within-dreams? That's kind of what Adrian does. He lays the groundwork of interactive design, adding layers and layers of strategy and information behind a beautiful curtain for a stunning end result. Just like *Inception*, we can't really explain it. And just like with *Inception*, our heads kind of hurt when we think about it ... but his creations sure are dreamy.

Eddy He's an inventor ... a problem solver ... a methodical, quiet leader. He's Mr. Fantastic, and don't you forget it. OK, we call him "Eddy" so people don't give us weird looks in the hallway. But, he's pretty fantastic at saving the world from design disasters. Plus, his stretchy, adaptable nature gives him an edge in the corporate world — AND at every post-work game of Twister.

Dantrel Dantrel walks through life the epitome of Paulo Coelho's title character in *The Alchemist*. When he follows his heart, the whole world conspires to help him succeed. That includes working on projects of all sizes and scopes that flow through Creative Services. He simply sets to work, expertly combining elements of his diverse marketing background: strategy, innovation, inspiration, support and insight. You won't have to go to an Egyptian oasis to find our alchemist, Dantrel. But, you *will* have to ask him to share his Elixir of Life, to which he owes his mellow demeanor (and his full head of hair).

Robert Did you see him? There he goes again. Come on, you've got to pay closer attention ... we're talking about The Flash — a.k.a. Robert — here. His super-speed violates the laws of physics, bridges the gap between corporate and creative, saves deadlines from a burning building ... you get the picture. With impeccable, individual style, this costumed crime fighter's goal is to create positive results and win-win solutions that all of us mere mortals can appreciate.

Julio Much like Evel Knievel's daredevil stunts, Julio's tricks with interactive design require proper timing, rehearsal and careful execution. When performance day arrives and a project is ready to go live, everyone holds their breath in anticipation of the greatness they're about to witness. And, once the feat is successfully accomplished, we all erupt in boisterous cheers. With a proven track record of pushing technology to the limit, Julio is flying high on his way to glory at Reliant.

Wade Next time you pass Wade in the halls, greet him with a hearty "Howdy, partner." He's cut from the same tough leather as Kid Colt, famous Old West cowboy, and has powers wild enough to bring down any outlaw designer. Wade's known for his quick draw with the pencil, so you'd best think twice before challenging him to a duel. With nearly a quarter of a century's worth of experience in the Art World under that rawhide belt, this ain't his first rodeo. Yippie-yi-yo-ki-yay!

Susan Susan personifies Lois Lane: she's the archetypical composed woman and a brilliant, tough-as-nails writer, unsatisfied with anything but the best in marketing communication. And with nearly three decades of experience, she knows how to deliver the best, day in and day out. But unlike L-squared, we're pretty sure Susan would have seen right through Clark Kent's lame disguise in an instant. Susan doesn't need a superhero to make life interesting; she *is* the superhero!

Dana She's fierce. She's clever. And she's on the prowl ... for the perfect way to communicate your message to the masses. She's Dana, wordsmith extraordinaire, and no one is safe from her charm, her humor and her friendly demeanor. With Catwoman-like intensity for the written word, this trilingual talent delivers proven results in any endeavor she undertakes. Next time you're looking for the cat's meow, look no further than Ms. *****.