

Cyclonix Adds Three

2/1/2007 - Cyclonix Inc., a creator of dynamic face-to-face sales, marketing and experiential environments, has announced the appointment of three new team members. Cynthia Wright has joined the company as an account executive, Nicole Silveira will be filling the role of sales associate and Dale Adams has been named senior detailer.

Salt-Lake city-based Wright is a 10-year industry veteran whose experience includes both trade show management and event production. She was most recently an event manager at PPI, where she worked closely with Cisco and Harris Corp. to manage their corporate trade show and event programs. Prior, she was with Adams & Associates, where she assisted in the production of keynote presentations for Apple Computer.

Silveira will be using her background in marketing, advertising and PR to help create and manage client projects. Most recently at McGrath/Power Public Relations and communications, her prior experience includes account management and the development of programs to achieve measurable business goals.

Adams will be responsible for supervising warehouse shipping and receiving, detailing, project management and material ordering management. He has over 20 years of industry experience most recently from Arena Exhibits in San Francisco. Prior he was a detailer at Mice DisplayWorks and Exhibitgroup/Giltspur where he managed properties for multi-million dollar accounts.

"When we launched this company a year ago, it was our goal to pair the sophistication necessary to handle complex projects with the flexibility to make our decisions based on what was best for each individual client," says Marty McGreevy, president of Cyclonix. "Cynthia, Nicole and Dale all embody our core value of commitment to client service; their selection of Cyclonix shows we're on the right track."

Cyclonix uses creativity and innovative design solutions to bring passion, energy and momentum to exhibits and environments. Capabilities include strategy, design, management and execution.

For more information, go to www.cyclonixinc.com.