

FOR IMMEDIATE RELEASE

## Periscope Reshapes Leadership Team in a Quest to Provide Marketers with a Preferred Alternative to the Traditional Agency Model

Agency taps Cari Bucci-Hulings as President, Matt Benka as SVP of Growth and Nathan Young as Group Strategy Director

MINNEAPOLIS, June 30, 2020 — Infused with new capital from an unconventional parent company and energized by an expanding client base, Minneapolis-based Periscope is fortifying its executive team in pursuit of double-digit growth. The integrated marketing agency today announced that Cari Bucci-Hulings will join as president, effective July 6, in addition to other recent high-profile hires. Bucci-Hulings most recently served as president of MARC USA, one of the largest independent agencies in the country.

In the role, Bucci-Hulings will be responsible for accelerating Periscope's mission to do things people love and growing the business into new offerings and markets. She will report to Eric Ashworth, vice president of Agency Solutions for Quad, the creative engineering company that acquired Periscope in 2019.

"Periscope succeeds by connecting emotions with behaviors, and Cari is a perfect fit for that pursuit," Ashworth said. "She understands the importance of culture, creativity and community to serve the constantly evolving needs of today's marketers. She's also obsessed with the data science and analytics that fuel product development and business growth. Her experience, energy and fresh perspective make her an ideal fit for a growing agency focused on helping brands perform beyond their expectations."

Bucci-Hulings joined MARC USA in 2010 and was promoted to president in 2018. Prior to MARC USA, she spent eight years at DraftFCB, and was previously with Leo Burnett.

"Periscope is unencumbered by a complex holding company structure, so it enjoys the agility of an independent agency with access to the vast resources and support of a global parent organization," said Bucci-Hulings. "The agency's dynamic culture and unwavering connection to the heart of what makes consumers act results in unexpected, impactful brand experiences. I am thrilled to join this fierce and scrappy organization and to be part of the Quad/Periscope journey to redefine integrated marketing and create an alternative to the traditional siloed agency."

In addition to Bucci-Hulings, Periscope hired SVP of Growth Matt Benka in April to hone the agency's go-to-market strategy and positioning. A month earlier, the agency hired Group Strategy Director Nathan Young. Young has been part of the agency's COVID-19 response team and is one of the two industry leaders who rallied 600 Black advertising professionals to pen a letter outlining 12 actions agencies should take to help eradicate systemic racism in their organizations.

“Fresh thinking, infectious energy and unparalleled passion ... this is how we define leadership at Periscope,” said Ashworth. “Partnering with CCO Peter Nicholson, we have our sights set on delighted clients who are looking for a new kind of partner.”

## About Periscope

Periscope is an award-winning agency and division of [Quad](#) dedicated to creating a better way for clients through data-driven, integrated marketing that reduces complexity, increases efficiency and drives growth. Periscope provides a full spectrum of integrated marketing services for a wide range of acclaimed brands, including Cargill, Cox Communications, Hairless Dog Brewing, Intuit, Krispy Kreme, Minnesota Lottery, PEMCO Insurance, Red Robin, Walgreens and more. Learn more at [www.periscope.com](http://www.periscope.com).

## About Quad

Quad (NYSE: QUAD) is a worldwide marketing solutions partner dedicated to creating a better way for its clients through a data-driven, integrated marketing platform that helps reduce complexity, increase efficiency and enhance marketing spend effectiveness. Quad provides its clients with unmatched scale for client on-site services and expanded subject expertise in marketing strategy, creative solutions, media deployment (which includes a strong foundation in print) and marketing management services. With a client-centric approach that drives its expanded offering, combined with leading-edge technology and single-source simplicity, Quad has the resources and knowledge to help a wide variety of clients in multiple vertical industries, including retail, financial/insurance, health care, consumer packaged goods, publishing and direct-to-consumer. Quad has multiple locations throughout North America, South America and Europe, and strategic partnerships in Asia and other parts of the world. For additional information visit [www.Quad.com](http://www.Quad.com).

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