

22 WEST 19TH STREET, 10TH FL
NEW YORK, NY 10011-4204
T 212.807.0011
F 212.807.0870
WWW.CARBONESMOLAN.COM

PRESSRELEASE

CSA Announces New Partners

NEW YORK, September 10, 2010 – This fall, change is in the air. For the first time in our 35 years, we are expanding the leadership of the Carbone Smolan Agency to include two partners, Rachel Crawford and Paul Pierson.

Over the years, many talented individuals have contributed to the success of CSA. Rachel and Paul are certainly among this group with the added distinction that they possess the ideal mix of talent, energy and enthusiasm that is essential for guiding our agency into the future. Their loyalty and dedication is clear. Their deft design and management skills ensure quality. And, their good humor, intelligence and collaborative spirit make them ideal leaders for our clients and staff.

Rachel Crawford joined CSA as an Executive Assistant in 2006 and was soon promoted to Project Coordinator and then to Project Manager before being named Associate Principal.

Prior to joining CSA, Rachel worked in non-profit fundraising for HERE Arts Center and then at the Brooklyn Academy of Music (BAM). She graduated with honors from New York University/Tisch School of the Arts, with a BFA in Theatre.

“Since we work with many different clients and across many different media including web, print, 3D, identity systems, etc., the strategy behind our approach is crucial. I’m proud of my ability to think through and make logical sense of the massive amounts of information that are part of each project,” says Rachel.

Clients Rachel has worked with include Cravath, Swaine & Moore, Mandarin Oriental Hotel Group, Morgan Stanley, Taubman Company, Aether Apparel, W Hotels, Helen Keller International, and Legg Mason.

Paul Pierson began his career as a freelancer for CSA and was hired as a full-time Designer in 2003 and eventually was promoted to a Senior Designer before being named Associate Principal.

PRESS CONTACT

JUDY KALVIN

KALVIN PUBLIC RELATIONS

114 OGDEN AVENUE, 2ND FL
DOBBS FERRY, NY 10522
T 914.693.0123
F 914.693.5111
JKALVIN@KALVINPR.COM



Associate Principal: Rachel Crawford



Associate Principal: Paul Pierson

“I like taking a great brand and translating it into different types of experiences, with a focus on the interactive realm,” he says. “At CSA we design solutions that work and are built to last.”

During his tenure at CSA, Paul has worked with clients such as Wall Street’s W New York Downtown, Morgan Stanley, Davies Public Affairs, New York Botanical Garden, and, most recently, the new website for the legendary law firm Cravath, Swaine & Moore, which redefines how a professional organization communicates its offerings online.

Before his cum laude graduation from Brown University, Paul completed a core design curriculum at the Rhode Island School of Design. His double major in psychology and philosophy, combined with a fondness for the game of poker, epitomizes what Paul describes as his “managed risk” approach to design.

###

About Carbone Smolan Agency

Carbone Smolan Agency (www.carbonesmolan.com) offers a comprehensive set of strategic and creative services designed to build a singular brand voice across all media. Based in New York, the firm has built an international reputation creating outstanding programs for world-class clients, including Morgan Stanley, Tiffany & Co., the W Hotel Group, Herman Miller, PBS, Christie’s, Musee de Louvre, The Museum of Modern Art and the Chicago Symphony Orchestra. For more information, visit www.carbonesmolan.com.