



FOR IMMEDIATE RELEASE

THE1STMovement PROMOTES DAVID SCHELL TO EXECUTIVE DIRECTOR OF CREATIVE SERVICES

Schell's Advancement Follows a Series of Recent Awards and Accolades for the Innovative Digital Agency



Pasadena, CA/Denver, CO September 8, 2010 – The1stMovement (T1M), a full service digital agency with offices in Pasadena, CA and Denver, CO, announced today the promotion of David Schell to Executive Director of Creative Services. Schell's advancement follows a series of recent awards and accolades from both business media and advertising industry organizations.

In his expanded role, Schell will continue to lead the creative team in furnishing extraordinary designs and acute interactive communications leading to exceptional user experiences. Further, he will become more involved in the agency's new business development and key account initiatives, leveraging his award winning expertise and innovative spirit internally. At the same time, Schell is committed to extend his thought leadership to the creative and digital advertising industry through an ongoing outreach initiative which includes speaking engagements and article submissions.

Immediately prior to joining The1stMovement, Schell served as Associate Creative Director at Crispin Porter + Bogusky and as Creative Director at texturemedia in Boulder, CO. In the latter position, he played a critical role in growing the company into a nationally recognized interactive agency, leading to its acquisition by Crispin Porter + Bogusky.

Throughout his career, Schell's creative experience served various clients spanning multiple industries including such brands as Cisco, Adobe, Lee jeans, PENTAX, Sprint, Google, Volkswagen, Kaiser Permanente, Aspen Snowmass, Fidelity Investments and Vail Resorts.



His work has been recognized by the Clios, Cyber Lions, Webby Awards, Interactive Media Awards, Web Marketing Association, CommArts Magazine, Omni Awards, Adweek Icon Awards and the ADDY.

During Schell's tenure leading the creative team at T1M, the agency has earned a variety of prestigious awards, including the Webby Award, Stevie Awards, ADDY Award, Horizon Interactive Award, Communications Arts Award and many more. Further, the agency was named by the *Los Angeles Business Journal* as "2010 Best Places to Work," and the *Denver Business Journal* as a "Top Advertising Agency." Another milestone was reached recently, when T1M earned multiple ranks within the 2010 Inc. 500|5000 list of America's fastest growing companies early in its fourth year.

Ming Chan, T1M's founder and CEO stated, "Dave brings an incredible wealth of creative experience and innovative thought leadership to our team." He added, "He's a unique type of leader who listens to clients' basic objectives, develops conceptual ideas and then leads a creative team to produce engaging campaigns that win awards."

Schell stated, "I'm very honored and excited by the promotion. It's been an amazing two years watching our Denver and LA offices grow, adding amazing new clients to our roster and producing some fun and award-winning work with an incredibly talented team. It's exciting to envision what the next two years will bring."

Facts

The US online advertising market will reach \$50.3 billion in revenue by 2011, more than doubling 2007 levels and growing 24% annually (CAGR), as brands increase their online ad spend and publishers improve ad targeting, inventory and yield management - *the Yankee Group*

Online and mobile ad spending by both national and local marketers will grow almost 14 percent, from \$45.6 billion in 2010 to \$51.9 billion in 2011 - *netnewscheck*

Worldwide social network ad spending will rise 31% this year, to \$3.3 billion. Next year, spending is expected to increase an additional 29%, to nearly \$4.3 billion - *eMarketer*



About The1stMovement

A full-service digital agency with offices in Pasadena, CA and Denver, CO, The1stMovement (T1M) uses emerging technology to push the boundaries of digital media. Founded in 2006, T1M has since gained recognition for its accomplishments within a wide range of well-established brands including Adobe, AT&T, Cisco, Gulfstream, E! Online, G4TV and Xcel Energy. The firm thrives on its ongoing pursuit of new ideas, taking clients on an interactive journey beyond their imaginations deep into the digital frontier where they engage, learn, and play. For more information, visit the1stmovement.com.

Join the T1M conversation:

Blog: blog.the1stmovement.com
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Twitter: twitter.com/the1stmovement
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Multimedia Links

VIDEO: The1stMovement's Show Reel - [View video](#)

Relevant Links

Ming Chan Joins the List of Inc. 500's 2010 "Top 10 Asian Entrepreneurs" – [Read Press Release](#)

Another 1st for the1stMovement – Multiple Rankings within the Inc. 500 – [Read Press Release](#)

The1stMovement Ann Van Orsdel Promoted to President of The1stMovement – [Read Press Release](#)

Tags

David Schell, The1stMovement, digital advertising agency, ad agency, top ad agency, LA digital agency, Denver digital agency, Inc. 500 list, Ming Chan, Ann Van Orsdel

Photos Available

1. David Schell, Executive Director of Creative Services, The1stMovement
2. Ming Chan, CEO, The1stMovement

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