



STIMULUS + RESPONSE

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**PAVLOV AGENCY APPOINTS 36-YEAR INDUSTRY EXPERT TO LEAD AND BUILD
TRANSIT MARKETING PRACTICE**

PAVLOV's senior management team expands with addition of former APTA chairman and board member, Richard Maxwell

FORT WORTH, Texas (January 15, 2016) – PAVLOV Agency, a Fort Worth-based creative and digital stimulus lab, has appointed notable transit marketing expert Richard Maxwell as its new transit account director. In this new role, Maxwell will be responsible for leading and building the agency's growing transit practice.

In addition to being an integral part of PAVLOV's leadership team, Maxwell will focus on implementing rigorous account service and strategic communications efforts across all existing transit client accounts. He will also oversee the development of business opportunities, as well as spearhead and implement client and sales expansion strategies that will penetrate new markets and expand the firm's existing transit services portfolio.

"Possessing more than 35 years industry experience, a range of multi-faceted skill sets, a diversified resume and an entrepreneurial spirit, Richard is equipped with the essential variables to further expand our transit practice area," said Allen Wallach, CEO at PAVLOV Agency. "He is a standout thought leader with a passion for strategic transit marketing, and his expertise and depth of client experience will play a significant role in our agency's continued growth."

With more than 36 years of transit marketing experience, Maxwell joins PAVLOV Agency after spending 14 years at the Fort Worth Transportation Authority (The T), where he served as assistant vice president of marketing and communications. He also formerly served as marketing director for EMBARK (formerly known as METRO Transit) in Oklahoma City, Okla.

The Oklahoma-native holds a Bachelor of Business Administration (BBA) in Marketing from the University of Oklahoma in Norman, Okla., and a Master of Science in Management (MSM) from Southern Nazarene University in Bethany, Okla.

Maxwell is also the former chairman of the American Public Transportation Association's (APTA) marketing and communications committee, and a past board member of APTA's board of directors.

"I am honored to have been selected by PAVLOV Agency to direct its transit business development efforts, and I look forward to demonstrating how the firm's unique combination of fully integrated and comprehensive communications services can deliver exceptional results to existing and new clients," said Maxwell. "PAVLOV Agency is great company, with an extraordinary reputation for integrity and quality, and they stand by their promises."

ABOUT PAVLOV AGENCY

PAVLOV Agency is a full-service creative and digital stimulus lab based in Fort Worth, Texas, that provides advertising, digital, media, marketing strategy, public relations, and social media services to a range of clients across the nation. The agency has a staff of 25 professionals and bills more than \$11 million annually. PAVLOV serves clients in industries such as casino/gaming, entertainment, healthcare, transit/transportation, sports and manufacturing. For more information, visit its website at www.PavlovAgency.com, on Facebook at www.Facebook.com/PavlovAgency, or on Twitter at www.Twitter.com/PavlovAgency.