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## **Los Angeles-trained Designer Comes Back to St. Louis to Build Marketing Services Firm**

***Engel Creative's Big Ideas Help Companies of All Sizes Grow***

St. Louis, MO (May 3, 2007) – People around the world still stop and recognize Ed Engel from the music video for *Father Figure* by George Michael, but, for this St. Louis native, the bright lights and action of Los Angeles were only temporary career highlights. Several years ago, Engel made the decision to come back to St. Louis and advance his creative design career culminating in the establishment of Engel Creative, the fast-growing marketing services firm specializing in big ideas with stylish design.

Trained at the prestigious Otis Art Institute of Parson's School of Design in Los Angeles, Engel developed his design skills at Walt Disney's Imagineering Studio and Mattel, Inc. During his time in Los Angeles, he developed set designs and was also selected for movie, television and music video on-screen appearances.

In 2003, Engel, who had returned to his native St. Louis, launched Engel Creative with the mission of providing bold and innovative ideas and stylish designs to consumer, retail, healthcare and business-to-business companies. Prior to his launch of the firm, he had also spent time at Kupper Parker and Atkinson Marketing working with companies including Tyco Healthcare, Anheuser-Busch, Washington University School of Medicine, HBE Corp., Blue Cross Blue Shield and many others.

"Engel Creative brings together a wide variety of talents to our clients," said Engel. "Our philosophy is to operate with a core group of employees and then

bring in the talents from our collective work experience. In one case, we expanded our capabilities with a designer from Los Angeles contracted on a temporary basis. The goal is to bring our skills gained from around the world to help our St. Louis-based clients grow.”

Engel Creative has built a portfolio that includes CMS, the leading provider of radiation treatment planning software; Westport Plaza, the largest self-contained shopping and entertainment district in the greater St. Louis area; Build-a-Bear, the leading customized toy retailer in the world and, recently, Central Catholic St. Nicholas School & Academy.

“I found working with Ed Engel to be a renewal of my faith in excellence. His professionalism, flexibility, availability and willingness to meet the client's needs and expectations were refreshing. I felt he dedicated time to truly understand our mission and the pictorial representation of our vision surpassed expectations. I would highly recommend his services to anyone. He will create a professional image that will match the highest corporate standard,” said Sr. Gail Trippett, Central Catholic St. Nicholas School & Academy about her experience working with Engel.

Engel is also developing innovative products with his T.E.K. Ideas! Company. Currently, the company has several product concepts under review at Toy Fair in New York and they have been asked to submit healthcare-related product concepts to Procter and Gamble.

“I came back to St. Louis because it is home. Fortunately, Engel Creative allows us to provide sophisticated creative and design services at an excellent value,” summarizes Engel.

Engel Creative is a creative marketing services firm that provides big ideas, product design and development, and stylish designs for healthcare, consumer,

retail and business-to-business clients. Through a unique blend of print, dimensional and electronic media, Engel Creative has been a leader in providing leading edge ideas to companies of all sizes. The firm was founded in 2003 and is headquartered in St. Louis, Missouri.

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