

FLOTTMAN COMPANY NAMES ED MCMASTERS THEIR NEW DIRECTOR OF MARKETING AND COMMUNICATIONS

Former Director of Communications and Creative Services for Cincinnati USA Regional Tourism Network will oversee Flottman's marketing and communications as well as promotion and growth of their variable data printing and pURL programs

The Flottman Company
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The Flottman Company, one of the Region's largest full-service graphic communications firms, has selected Ed McMasters as their new Director of Marketing and Communications.

Ed McMasters who has served as the Director of Communications and Creative Services and Market Manger with the Regional Tourism Network for the past four years will now shift his attentions to piloting Flottman's growing 1:1 marketing programs and to oversee all marketing and communications for the organization. His goals include growing the awareness level and presence of the company in the market place, increasing the reach of the 1:1 marketing programs and ultimately helping to increase sales for the company.

"The expansion of our Marketing Department by bringing Ed on board will enable us to increase our value to our current clients as well as populate additional opportunities," noted Sue Flottman Steller, President of Flottman Company. "We look forward to capitalizing on Ed's diverse marketing experience and utilizing that experience to grow our company."

Before joining Flottman, McMasters oversaw the communications for Cincinnati USA; serving as spokesperson for the Region, increasing media interactions and building additional earned media value opportunities. In 2010 he amplified the value added promotional programs to achieve a 7:1 return and in 2011 he was pacing to reach a 9:1 return. McMasters utilized his powerful relationship with the Cincinnati Reds and the Reds Radio Network to expand awareness of not only the Reds but the entire Cincinnati USA Region as a travel destination. McMasters championed the work with Procter and Gamble to build their event sponsorship program and implement a P&G presence at events like the Flying Pig Marathon - powered by P&G, the P&G Taste of Cincinnati USA and the Freestore Foodbank, Kroger and P&G's Bringing Hope to the Table campaign. McMasters also lead the development of the Award Winning Official Cincinnati USA Visitor Guide with Cincinnati Magazine and established multiple enhancements to Seasonal Pocket Brochures with Shertok Design. McMasters served on the Cincinnati USA Communications Alliance, the Cincinnati USA Downtown Chamber Events Steering Committee and as a marketing and communications representative for the Cincinnati USA Convention and Visitors Bureau's 2012 World Choir Games Event.

Prior to Cincinnati USA, McMasters worked for Take 2 Entertainment and Jack of All Games as the Marketing Manager and liaison for Nintendo, Sony and Microsoft working in conjunction with international retailers like Wal Mart, Meijer and Costco.

IN THE NEWS

McMasters has a Masters Degree in International Business from Northern Kentucky University, studied overseas in Salzburg, Austria, earned a graphic design certification and received his Bachelors Degree in Interpersonal and Public Communication, with a minor in Theatre from Bowling Green State University.

McMasters, his wife Eva, two kids Claire and Elliot (a.k.a. Beef) and dog Stiegl live on Cincinnati's Westside.

From the desk of The Flottman Company