

CRITICAL MASS DEEPENS EXPERIENCE DESIGN COMPETENCY WITH DAVID ARMANO

CALGARY, AB and CHICAGO, IL – [Critical Mass \(www.criticalmass.com\)](http://www.criticalmass.com) has hired David Armano as Vice President, Experience Design. In this newly created position, Armano will focus on the engagement between consumers and brands across multiple channels and help the firm deepen the practice. Critical Mass, an interactive services firm, is part of Omnicom Group Inc (www.omnicomgroup.com).

Armano's responsibilities will include providing thought leadership, elevating the Experience Design discipline with clients, and directly leading multidisciplinary teams. Both internally and with clients, he will focus on extending Experience Design holistically, including customer experience and emerging channels.

He will also continue to share his thoughts on Experience Design through his blog [Logic + Emotion](#) at Critical Mass. Logic + Emotion has consistently been listed in the top 20 marketing blogs as ranked by social media search engine Technorati.com and has been referenced in outlets ranging from Forrester to BusinessWeek.

Armano has 14 years of professional creative experience in digital, broadcast, and print media. He previously served as a Creative Vice President for Digitas. Prior to Digitas, Armano spent nearly six years with Agency.com, where he led teams responsible for creating compelling online experiences utilizing user-centric methodologies across accounts such as WW Grainger and Hewlett Packard.

His previous roles as a creative lead have earned him recognition such as a Gold and Silver Tower and a finalist spot in the International Web Page Awards. While at the Chicago Tribune, Armano produced interactive stories and contributed to the re-design of the Tribune's Web site, which was recognized by Communication Arts Site of the Week.

“Experience Design at the core is about creating great experiences that consumers desire and will talk about,” said Dianne Wilkins, Chief Executive Officer of Critical Mass.

“We’re thrilled to have a thought and practice leader such as David provide compelling insights and ideas around multi-channel initiatives.”

About Critical Mass

[Critical Mass \(www.criticalmass.com\)](http://www.criticalmass.com) is an interactive services firm that helps the world's leading companies use digital media to increase revenue, reduce costs and deepen customer relationships. Founded in 1995, Critical Mass has offices in Calgary, Toronto, Chicago, New York, Las Vegas, Atlanta, Austin, Geneva, and London. For additional information, visit www.criticalmass.com.

About Omnicom

Critical Mass is a part of [Omnicom Group Inc.](http://www.omicomgroup.com) (NYSE: OMC) (www.omicomgroup.com). Omnicom is a leading global advertising, marketing, and corporate communications company. Omnicom's branded networks and numerous specialty firms provide advertising, strategic media planning and buying, interactive, direct and promotional marketing, public relations, and other specialty communications services to over 5,000 clients in more than 100 countries.

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