



FOR IMMEDIATE RELEASE

Shocase Introduces Legendary Designers Primo Angeli, Courtney Reeser and Michael Schwab as Company Senior Advisors

SAN FRANCISCO – June 2, 2015 – [Shocase](#), Marketing’s Professional Network, today announced graphic and packaging design luminaries Primo Angeli, Courtney Reeser and Michael Schwab, have joined the company in senior advisory roles. The celebrated trio is the gold standard in the world of design, having spent decades shaping the industry. As advisors, Angeli, Reeser and Schwab will provide their input, talent and expertise on the features and functionality of the Shocase network, as well as the site’s overall design and layout.

“Primo, Courtney and Michael are behind some of world’s most distinct and recognizable designs, and clearly have made a lasting impression on consumers,” said Ron Young, Shocase’s founder and CEO. “With the expertise and talent they offer to our members, Shocase is poised to become the go-to destination for today’s brightest minds in the design world to showcase their work while being inspired by the industry’s best.”

For the past 45 years, Angeli has been creating innovative works for world-renowned brands such as Coca-Cola, Guinness, Ben & Jerry’s, Boudin, Zima, DHL, Crystal Geysers and many others, which have earned him more than 400 industry awards. One of his best-known projects is the official poster for the 1996 Atlanta Olympic Games. His designs are in permanent collections and exhibitions worldwide, including the Metropolitan Museum of Art New York, Smithsonian Institution, Library of Congress, Cooper-Hewitt Museum, San Francisco Museum of Modern Art and many others.

“Never before has there been a way for graphic and packaging design professionals to show off their work so easily and elegantly,” said Angeli. “What Shocase will do for this community is unrivaled and I’m thrilled to help the Shocase team achieve their goals.”

A partner at Brand Zoo, Reeser has more than 20 years of experience leading design efforts for identity, packaging, web, print, advertising and architectural projects. With multi-category experience ranging from consumer goods to financial services, Reeser has worked with clients such as BP, Citi, Tommy Hilfiger, John Deere, Taco Bell, FedEx, Heinz, British Airways, Union Bank and Sea World.

“Design is a highly visual field that has been in desperate need of a network like Shocase where professionals can display their work, while connecting with others in the industry,” said Reeser. “To help play a role in shaping the direction of the company, while it’s still in its infancy, is a huge honor.”

Schwab has established a reputation as one of the country’s top graphic artists. With his signature use of large, flat areas of color, dramatic perspectives and bold, graphic images of archetypal subjects, his award-winning logos and posters – spanning such clients as Apple, Amtrak, Major League Baseball, National Park Service, Ralph Lauren, Robert Redford and Wells Fargo – are easily recognizable.



“Graphic design has come a long way over the years,” said Schwab, “and, with the creation of a network like Shocase, it will only continue to evolve. I’m proud to display my work on Shocase and look forward to being continually inspired by the great work of others.”

Shocase is the first-of-its-kind professional social network that offers its members greater visibility to display work, build a reputation and be inspired by the industry’s best. The network also enables members to stay informed of the latest news and trends that impact their professional lives, build working relationships and ultimately grow their business. The recently released Shocase mobile iOS app is free to download from the Apple App Store or by visiting [iTunes](#).

About Shocase

Shocase is Marketing’s Professional Network. Built to feature, connect and promote marketing professionals from all disciplines, Shocase functions seamlessly as a social network, professional crowd-sourced marketing archive and personalized online portfolio. Most importantly, Shocase is the place marketers come to discover and be discovered by the people who can advance their business and careers. Watch our demo [video](#) to learn more about Shocase.

###