



Valley ad agency taps former McMurry executive for VP of marketing

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Fred Petrovsky is the new vice president of marketing for Zion & Zion.

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By Steven Totten - Reporter, Phoenix Business Journal
7 days ago

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Tempe advertising agency [Zion & Zion](#) has recruited a former McMurry executive to join its team.

[Fred Petrovsky](#) will be the vice president of marketing for [Zion & Zion](#).

Petrovsky was formerly president of McMurry, where he helped with the sale of the business to The Wicks Group, which simultaneously merged the entity with TMG to create the largest independent full-service content marketing agency in the country.

“With Fred’s extensive agency background and breadth of knowledge, he will be integral in marketing [Zion & Zion](#) to new and existing clients,” said Zion & Zion CEO [Aric Zion](#). “His background in content strategy as the former president of McMurry, the nation’s largest content agency, brings added executive-level thinking to our growing team.”

<https://www.bizjournals.com/phoenix/news/2017/09/26/valley-ad-agency-taps-former-mcmurry-executive-for.html>