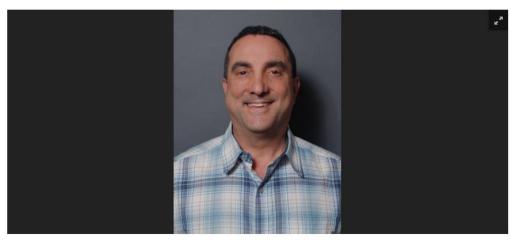




Valley ad agency taps former McMurry executive for VP of marketing





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

PROVIDED BY ZION & ZION



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

IN THIS ARTICLE

Aric Zion

Fred Petrovsky

Media & Marketing

Zion & Zion

Tempe advertising agency <u>Zion & Zion</u> 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