



Cathy Colson Joins Clarity Quest Marketing

Ann Arbor Technology Marketing Firm Adds Creative Director

Ann Arbor, MI – April 2, 2008 – Clarity Quest Marketing announces Cathy Colson has joined the firm as Creative Director.

Colson has worked in marketing and design for 13 years with experience in graphic design, copywriting, branding and project management. Before joining Clarity Quest, Cathy recently oversaw the in-house creative team within the marketing department at Northern Arizona University. Prior to that, Cathy owned and operated Spiral Creative, LLC, a small creative consulting and design business that served clients all over Southeast Michigan. Cathy is currently pursuing her Masters of Arts in English, with a professional writing emphasis.

“Cathy brings a proven track record of brand building along with business-to-business marketing savvy,” said Christine Slocumb, founder and president of Clarity Quest Marketing. “Her creativity, business acumen, and internet marketing skills make her an outstanding addition to the Clarity Quest team.”

About Clarity Quest Marketing

Clarity Quest combines technology know-how with marketing and business acumen to serve small to medium-sized companies across the U.S. Founded in 2001, Clarity Quest serves as the outsource marketing department for companies in the biotechnology, software, hardware and professional services industry. Clarity Quest is headquartered in Ann Arbor, Michigan with a satellite office in Seattle. The company publishes the Out of the Fog Marketing Blog at www.clarityqst.com/blog.asp.

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