



indiana design consortium, inc.  
Branding and Business Development Experts

August 14, 2009

## B2B Marketing Strategist Brian Koning Joins *idc*

### Expands Agency's Marketing and Branding Presence in Central Indiana and Beyond

INDIANAPOLIS, INDIANA—Brian Koning has joined Indiana Design Consortium, Inc. (*idc*) as an account executive and will serve many of the Lafayette-based business development firm's clients in the Indianapolis metro area.

Koning returns to *idc* with nearly 24 years' experience in marketing, sales, public relations and event management. He previously worked as an account executive for *idc* from 1990-92. Most recently, he was marketing manager for Old National Bank, overseeing the marketing of commercial banking, wealth management and insurance lines of business.

According to *idc* founder and president Robert Kennedy, this is an ideal time for Brian to rejoin *idc*. "We've found that as companies use more and more discretion in choosing how to effectively deploy their marketing resources, they are looking to business development firms with successful track records and experienced, knowledgeable executives."

"Brian returns to *idc* with a wealth of experience as a successful marketer and business owner. He not only understands traditional marketing, he has a solid grasp on the many new and emerging marketing strategies made possible by the Internet and mobile technology as well. *idc* clients will value his insight and creative thinking as they plan for future growth," Kennedy said.

Since graduating from Purdue University in 1986, Koning has directed marketing activities for companies in manufacturing, technology, logistics, banking, insurance, financial planning, publishing and commercial/residential real estate. He also has experience in trade show marketing, event management, arts & entertainment and sponsorship marketing. Koning resides in Carmel, Indiana, with his wife and three children.



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*idc* is a business-to-business branding, marketing communications and business development firm, founded in Lafayette, Indiana, in 1972. *idc* specializes in meeting the marketing needs of industrial, commercial, institutional and agricultural clients throughout the United States, offering a full range of services including research-based strategic market planning and brand positioning, the production and management of integrated marketing systems comprised of websites, print, display, audio/visual, electronic, social media and more.

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