



Executive Biographies

Kyle Hildebrant, *Co-Founder & Principal Partner*

As founding partner, Kyle Hildebrant leads strategic design and business development for OVO Creative Group. Hildebrant's innovative approach and methodology toward branding and design have earned him international recognition among his peers. His 13-year background within design and branding is a hallmark tribute to a variety of diverse and unique experiences in marketing and brand strategy. Hildebrant most recently served as Art Director for Synergy Productions, a Scottsdale-based graphic design firm. Prior to that he launched his own graphic design consultancy, Hildebrant Creative, providing design and branding to small and medium-size businesses. Hildebrant's career first began while apprenticing with renowned painter and graphic designer Luis Thomas at Mestizo Arts Studio. Hildebrant is a board member of the American Chapter of the International Branding Association, a non-profit organization dedicated to establishing branding as a specialized area of expertise. He is also a member of Ad2 Phoenix. Hildebrant is a graduate of New School for the Arts.



Media Contact:

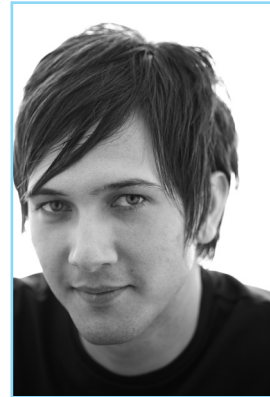
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Ryan Durant, *Co-Founder & Principal Partner*

As founding partner, Ryan Durant brings an eclectic background to OVO heading up strategic design and client services. Internationally awarded and with ten years of experience in graphic design, brand development and art direction, Durant has earned a solid reputation in the industry for creativity, market research and corporate branding solutions. Most recently, Durant served as the Art Director for Sharing Way, a national NPO support organization headquartered in Scottsdale, AZ, working in print, web, and broadcast video. Prior to that, he was the Senior Designer at Synergy Productions and a designer in marketing at New York Life Insurance. He is a graduate of Northern Arizona University, with a BFA in Visual Communication, summa cum laude.



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Scott Samele, *Director of Client Services*

As Director of Client Services, Scott Samele manages client relationships and leads the development of new business partnerships. He joins the company with more than 15 years experience in marketing and executive management having helped grow emerging technology companies throughout his proven career. Samele has held several marketing and business development positions in Silicon Valley. He started Mavericks Marketing, a marketing consulting company for high-tech start-ups where he



consulted on various brand-centric projects, including identity, naming, website design and development, electronic direct mail and integrated marketing campaigns. Prior to that he served as Director of Marketing and Branding for Network Equipment Technologies, (NYSE: NWK) a global telecommunications company. There, he launched a highly successful brand revitalization campaign that centered on a website overhaul, environmental branding, strategic press tours, digital and print advertising, email marketing and integrated trade show activity. Prior to that, Samele was the Director of Marketing for Ubiquity Software, a U.K.-based telecommunications startup, with marketing and operations based in San Jose, Calif. where he was responsible for development and integration of outbound marketing elements, including public relations, website, direct mail, advertising, trade shows and events. Samele led Professional Services marketing as Managing Director for Jetstream Communications, a VoIP startup. He holds a B.A. degree in Economics from Fairfield University and an MBA from the University of California, San Diego.

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