

Group | 720 Adds Wentte to Executive Strategy Team

ST. LOUIS (July 13, 2011) – **Group | 720**, a strategic consulting firm and subsidiary of Creative Producers Group + Companies (CPG + Cos), has added **Patty Wentte** to its executive team as Senior Vice President of Business Solutions. In her new role, she will focus on new business solutions, corporate community relations and strategic engagement with new and existing clients within the CPG + Cos enterprise, comprised of experiential marketing and event production company **Creative Producers Group**, brand strategy and creative agency **UPBrand Collaborative**, and online video production agency **Vidzu**.

“Patty’s seasoned business development background and executive leadership in marketing, broadcasting, events and development make her a perfect fit and will be a great asset to our growing enterprise and, most importantly, our clients,” said Keith Alper, CEO of CPG + Cos.

Prior to joining Group | 720, Wentte served as owner and president of her St. Louis consulting firm, The Wentte Group, primarily focusing on individual and corporate development strategy within the nonprofit arena. She brings over 30 years of experience in public broadcasting and development, most recently serving as director and general manager of KWMU-FM in St. Louis before launching The Wentte Group.

Wentte is an active public servant and prominent figure in the St. Louis business community, currently serving as vice president and board member of the St. Louis Press Club and is actively involved in the St. Louis Regional Chamber and Growth Association, St. Louis Forum, Cancer Support Community of Greater St. Louis, and is a past spokesperson for the Mid-America Chapter of the Crohn’s and Colitis Foundation of America. She has served in leadership roles for countless organizations throughout her career, including as past board member of National Public Radio, and the Public Broadcast Managers Association. She is a past recipient of the *St. Louis Business Journal’s* “Most Influential St. Louisans” and “Most Influential Business Women” awards and received her M.A. and B.A. from the University of Illinois at Springfield.

About Group | 720

With offices in St. Louis and Denver, Group | 720 is a strategic consulting firm that provides a wide range of marketing and engagement services dedicated to bringing brands to life at every touch point. As a subsidiary of CPG + Cos, Group | 720 has access to a collection of award-winning creative agencies, each with a unique specialty and expertise. The collaboration of the CPG + Cos teams give clients access to an extensive range of services with a singular focus: to offer clients end-to-end strategy, creative and production services. For more information, visit www.group720.com.



About Creative Producers Group + Companies

For more than 25 years, Creative Producers Group + Companies (CPG + Cos) has been helping the world's top companies articulate their vision, provide direction and inspire people to act.

Building on a strong foundation of award-winning event production, CPG + Cos has evolved into a comprehensive marketing communications enterprise with worldwide capabilities through its agencies [Creative Producers Group](#), [UPBrand Collaborative](#), [Vidzu](#) and [Group | 720](#). Based in St. Louis with both national and international clients, CPG + Cos maintains a closely knit team that is dedicated to understanding the unique business goals and communications challenges of each client and works closely with them to develop a targeted, creative strategy focused on getting results. These results are perhaps best demonstrated by its long-term clients of category leaders, Fortune 500 companies and global organizations. For more information, visit www.getcreative.com.