

## Freeman Adds New Leadership Role, Strengthens Its Focus on Human Capital

### *Martha May joins leadership team to support Freeman's growing global workforce*

Dallas, TX – August 9, 2016 – Freeman, the leading global provider of brand experiences, welcomes Martha Lien May to the leadership team as EVP of People and Inclusion. The new role was created to support Freeman's goal of being the number one place in the brand experience industry for attracting and growing talent.

Freeman is known for its strong collaborative culture; the company has seen almost 90 years of steady growth and attributes its success to a fundamental belief in five core values: integrity, empathy, innovation, enthusiasm and performance excellence. The recent appointment of Ms. May addresses the need to attract and nurture design-thinkers who embrace these values, especially given Freeman's recent growth. With an expanding workforce of 7,000 employees, including 2,000 outside of the U.S., this new role is designed to preserve the Freeman culture and support employees, now and in the future, as the company's strategic growth plan unfolds.

"Our clients tell us every day that our people are our true competitive advantage. As we work to fulfill our purpose and expand our global brand on behalf of these clients, Martha will be a champion for our global workforce," said Freeman CEO Joe Popolo. "Martha is an incredibly talented and generous leader and will help Freeman attract the very best people – people who reflect our values, who are design-thinkers and who are willing and able to help us transform the world of live engagements."

Ms. May brings more than 25 years of strategic human resources experience to Freeman, most recently with Rockwell Collins, Bell Helicopter and American Airlines. At Rockwell Collins, May was responsible for leading the effort to transform the company culture. Her mission was to fuel growth through innovation and empowerment and to design and deliver comprehensive employee engagement strategies.

“Freeman people are personally committed to the greater good. They look out for each other and take care of our customers. Our continued expansion in North America and around the world on behalf of our clients has made our talent search both more urgent and more discerning. We welcome Martha’s leadership as we attract and grow the leaders who will take Freeman into the future,” said Popolo.

### **ABOUT FREEMAN**

Recognized by Advertising Age as one of the world’s largest brand experience companies, Freeman uses the power of integrated digital and live brand experiences to move markets, connect people, support growth and generate revenues for the world’s leading organizations. A design-driven company, Freeman generates insights that define program strategies, target audiences and deliver messages that generate meaningful results. Through its expansive network of offices, talent and global partnerships, Freeman has the reach and access that is unmatched in the industry. A family- and employee-owned company, Freeman is known for its 89-year history of stability, strength and customer service achievements. Freeman is a values-driven company with a strong and purpose-built culture that is dedicated to connecting people in meaningful ways. This is accomplished through a process of continuous innovation and improvement. Freeman produces more than 4,300 expositions annually and 12,500 other events worldwide. Freeman has been awarded seven consecutive J. D. Power awards for the excellence of its Customer Call Center. For more information, visit [www.freemanco.com](http://www.freemanco.com).

### **Freeman Social Networks:**

Web: [www.freemanco.com](http://www.freemanco.com)

Blog: [www.blog.freemanco.com](http://www.blog.freemanco.com)

Twitter: [www.twitter.com/freemanco](http://www.twitter.com/freemanco)

Facebook: <https://www.facebook.com/freemanfans>

LinkedIn: <https://www.linkedin.com/company/the-freeman-company>

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