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## McCormack promoted to creative director at TPG

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Samantha McCormack,  
TPG Architecture

New York, NY TPG Architecture has promoted Samantha McCormack, RA, LEED AP BD+C, WELL AP, to creative director. The news follows the opening of McCormack's latest corporate interiors project for Macmillan Publishers, underscoring the firm's continued commitment to fostering and empowering young design talent.

"Samantha is a compelling and impactful designer, and we are thrilled to watch her continue to grow alongside our firm," said Jim Phillips, TPG founder. "Samantha consistently brings fresh and creative ideas to the table. The quality of both her design work and her client relationships are a testament to the diligence and unique perspective she offers."

Samantha joined TPG Architecture in 2013 and has dedicated the past six years to promoting design excellence through her work with the firm. Samantha has a passion for sustainability and wellness, encouraging her teams to consider the environment first in each of their projects. During her time at TPG, Samantha has had a hand in countless projects, such as Condé Nast Entertainment, Wiley and Macmillan. Additionally, Samantha has completed a number of community focused projects, such as a Police Athletic League facility in Harlem, and a number of LEED projects, such as Associated Press, VanEck Global, and TPG Architecture's own offices. Collaborating closely with the firm's Strategy and Innovation team, she is lauded by clients across a range of market sectors for her data-driven design solutions and keen attention to end users' needs.

In her new role as creative director, she will be responsible for leading design teams across the studio, serving as a champion for out-of-the-box design thinking. As a key mentor for TPG's junior design staff, her new position will allow her the unique opportunity to challenge the quality of work on her dynamic accounts — pushing the boundaries of design to achieve more inventive interiors.

"Working at TPG Architecture has given me the opportunity to work alongside team members who both motivate and challenge me," said McCormack. "I am honored to have been elevated to this new position, and I look forward to helping lead the firm into a new era of design."