



IREON member Grand named CEO of MTG Creative Grp.

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New York, NY Megan Grand has been appointed to lead the next chapter of MTG Creative Group, LLC, as its new CEO.

The creative agency, launched in 1987 as Marketing Thru Graphics, specializes in providing creative campaigns primarily for the real estate and financial industries. It is known for unique branding and communications strategies that have successfully built clients' brands and defined them as industry leaders to a global audience.

“Our high-impact and immersive designs are prepared by a multi-talented creative team that draws upon experience, knowledge, and ingenuity to bring impressive concepts to life,” said Grand. “We pride ourselves on innovation and producing powerful solutions for our clients, along with pushing the boundaries of human experience in a digital world.”

Most recently, in 2020, Graphic Design USA presented MTG with two American Graphic Design Awards. The first was for a 3D Animated Fly Through Video and the second for an Instagram campaign, both as part of a leasing program with Prism Capital Partners and Cushman & Wakefield for the 116-acre ON3 mixed-use life science campus in Nutley/Clifton, NJ. In the middle of the pandemic, MTG's captivating marketing campaign helped lease a 300,000 s/f class A building, 200 Metro Blvd.

Grand, who has been with the firm for nearly 16 years, holds a BFA in graphic design from the University of the Arts in Philadelphia. Prior to joining MTG, she studied design and language in Italy. Working at the side of company founder Marilyn Miller, who passed away in 2020, Grand developed skills for business development, account management, and maintaining the firm's long-term relationships, in tandem with her own formidable creative accomplishments.

Grand said, “MTG's legacy, in large part, reflects the vision of Marilyn Miller. It is my mission to honor her memory by continuing the unwavering standards of excellence that has identified our work for more than four decades.

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