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Julie Mays Makes Strategic Career Move to IMG

DC's premiere digital media agency, Interface Media Group (**IMG**), just upped their media profile by hiring Julie Mays. The Senior Account Executive has an enviable reputation, connections beyond measure and an undying curiosity for *what's next*. Julie brings an authenticity, energy and expertise that helps clients imagine *what's possible*.



Julie's 22 years of industry experience puts her in a prime position to empower clients, whether they're veterans or novices to the media world. Navigating both the big picture and nuances of its ever-changing landscape is a combination clients consistently seek.

Her first 20 years were with Clean Cuts & Cerebral Lounge where she was a Partner/EVP. Established. Comfortable. Why such an ambitious change? "After 20 years, it was time to evolve, take advantage of new opportunities and grow my digital skill set by joining DC's thriving creative tech community."

She added Experiential and Digital enterprises to her arsenal at Brightline Interactive and Creative Science Labs where she collaborated with tech-forward giants such as Gensler, Leonardo DiCaprio Foundation, Revolution, WWF and The White House, to name a few.

"DC is one of the fastest growing tech cities in the world and IMG is at the center of it all. I was eager to join this insanely creative, focused, gritty team of dreamers who are pushing the limits of VR, 360 Video, Gaming, Interactive Installations, Online and On-screen experiences to provide measurable ROI to an incredibly diverse set of clients. It's a perfect fit."

"This is a big industry move that's going to have an even bigger impact on our digital, creative agency work," says IMG CEO Jeff Weingarten. "IMG is thrilled to add Julie's skill set to our growing, creative team."

Why is this a big deal? "An agency insider who knows the changing rhythm of this crazy, fun, evolving business is both pivotal and paramount to success," Weingarten adds.

Julie Mays – Senior Account Executive with IMG – welcome aboard.

Interface Media Group (IMG) is Washington DC's premier Digital Communications company. IMG develops, creates and manages all aspects of media, across every platform, in a 360° production environment. www.interfacemedia.com.

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