

## Julie Exner to Lead IPREX Global Communications Network

COLUMBUS, Ohio (May 27, 2020) – Fahlgren Mortine agency veteran and Senior Vice President Julie Exner will be the next global president of IPREX, an international network of more than 100 communications agencies across six continents. Exner's new role, which begins June 1, comes after serving two years as president of IPREX Americas.

"Julie was a catalyst for increased global understanding and engagement more than 10 years ago," said Neil Mortine, president and chief executive, Fahlgren Mortine. "She knew firsthand that we needed to enhance our international capabilities if we wanted to achieve our ambitious business objectives. Julie became deeply involved in IPREX, and in doing so helped Fahlgren Mortine secure new clients and grow existing relationships. There is a direct correlation between her leadership and our bottom line, and I expect IPREX to see a similar return on investment with Julie at the helm."

IPREX serves clients globally in a way that's more effective and cost-efficient than other options and facilitates best practice sharing between partner agencies. Exner believes now is a more vital time than ever for agencies and clients to strengthen their global connections.

"I've never seen partners from across the world so eager to connect to one another other as they are during this time of distancing and uncertainty – collaboration, near constant information sharing and comparing notes," she said. "I'm humbled to help lead an organization enabling those connections, and to have the chance to help businesses of all sizes harness the power of the IPREX network."

Exner's leadership of IPREX will be influenced by her similarly active involvement with the Columbus Council on World Affairs. She has been a board member for the last six years, including the prior two years as chairwoman of the Board of Directors. The Columbus Council on World Affairs is an education-driven, not-for-profit organization dedicated to those interested in becoming more globally aware and culturally fluent.

During her 18-year career at Fahlgren Mortine, Exner achieved countless positive outcomes for clients in the business-to-business, healthcare and technology segments. Campaigns under her leadership earned national recognition from PRWeek (PR Week Awards), The Holmes Report (SABRE Awards), Public Relations Society of America (Silver Anvil Awards) and the Association of National Advertisers Business Marketing Association (B2 Awards).

### **About Fahlgren Mortine**

Fahlgren Mortine is an integrated marketing and communications agency with 2019 revenue of \$33 million. The agency is headquartered in Columbus, Ohio with locations in Cleveland and Dayton, Ohio; Charleston, W. Va.; Boise, Idaho; Denver, Colo.; Myrtle Beach, S.C.; Chicago, Miami and New York City. Fahlgren Mortine provides an integrated offering to clients around the world with industry specializations in business-to-business, consumer and retail, education, healthcare, logistics, technology, tourism/economic development and lifestyle brands. Capabilities include social media, digital services, advertising, public relations, research, branding, media planning/buying, creative and design. TURNER, a subsidiary of Fahlgren Mortine, delivers industry-leading public relations, content

development, influencer programming and social media services and represents some of the world's best resorts, destinations and lifestyle brands. Fahlgren Mortine is a top 20 ranked firm in the U.S. by O'Dwyers and was named a 2020 Best Agency to Work for by PRovoke Media, a 2019 Holmes Report Corporate/B2B Agency of the Year, a 2019 PRWeek Midsize Agency of the Year finalist, a 2018 PR News Top Place to Work and 2018 Bulldog Reporter Global Agency of the Year. For more information, visit [www.fahlgrenmortine.com](http://www.fahlgrenmortine.com) and [www.turnerpr.com](http://www.turnerpr.com)

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