

## For Immediate Release

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### Airlift Ideas, Inc. New Hires

*Chicago Brand story-telling firm is growing.  
We help companies build brand performance.*

Chicago (January, 2009) – Airlift Ideas, Inc., a fast growing brand story-telling firm, helps leaders craft brand stories to help change and grow a firm while building a legacy of success.

Airlift recently added two new key members to the brand story-telling team. **Lisa Wolfe** joined Airlift as the Chief Insights Officer. CEO Shelley Rosen said, “Lisa is a leading expert on developing and mining meaningful consumer insights, the secret ingredient to a well-written brand story.” Lisa brings Fortune 100 brand insight experience to Airlift from Procter & Gamble, McDonald’s Corporation, General Mills and most recently from Alberto-Culver’s Global Innovations Team, where she focused on consumer targets, trends, new concept development and concept evaluation

Additionally, **Melissa Milne** joined Airlift as a Brand Story Architect, bringing her story writing skills to the organization. She is formally an analyst from Zocalo, an Omnicom agency for word-of-mouth marketing. Melissa is an emerging young author.

"Brand joy keeps your company green and growing," said Rosen. "A well-written brand story can differentiate your firm from your competitors and create an enduring emotional link to keep your employees motivated. In turn, those employees will achieve higher levels of customer satisfaction. At our core, Airlift Ideas’ business is brand story-telling. The Chicago-based firm sets a brand’s strategic direction with leadership, by crafting a story that ignites passion in their employees. Great stories work from the inside out.”

Airlift has crafted successful brand stories for Arby’s Restaurant Group, The Ohio Lottery, Just Plugs, Inc., and Charles Schwab.

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For more information about Airlift Ideas, please contact Shelley Rosen, CEO, at (312) 492-7772 or (312) 282-1901 or send an email to [srosen@airliftideas.com](mailto:srosen@airliftideas.com).

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