



RECOGNITION **CHANGES** EVERYTHING

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THARPEROBBS PROMOTES CHRIS LUDWIG TO
VICE PRESIDENT OF CREATIVE SERVICES

STATESVILLE, N.C., August 1, 2011 – The TharpeRobbins Company, Inc. has promoted Chris Ludwig to the newly created position of vice president of creative services. Ludwig reports directly to Anthony Luciano, senior vice president of marketing for TharpeRobbins, a global leader in managed employee rewards and recognition.

“Chris brings a unique vision and decades of experience to this new position,” says Luciano. “It’s amazing to think that he’s been with TharpeRobbins for 26 years and has worked his way up through the ranks. He’s an excellent example of that perfect combination of talent and dedication, with the insight to lead our creative team well into the future.”

Ludwig’s duties include managing branding for the corporate website, social media, advertising and trade shows as well as developing creative solutions for client programs including print and web graphics, custom jewelry and other product design.

Most recently, Ludwig served as creative director for TharpeRobbins. Prior to that he acted as the marketing technology manager and has also been an artist/illustrator. He began his career at The Robbins Company as an illustrator for custom rings and emblematic jewelry in 1984. He began his career as a stone setter and an artist/illustrator for L.G. Balfour. Ludwig also served as a member of the senior adjunct faculty at Northeastern University from 1992 to 2008.

“My plan is to incorporate the best of print, web, social media and interactive/mobile technologies to give our clients the best designed and most engaging tools available to recognize their employees,” says Ludwig. “I look forward to continuing to collaborate with this group of incredibly talented and dedicated coworkers.”

Ludwig graduated from the University of Massachusetts at Dartmouth with a Bachelor of Fine Arts in Visual Design.

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For more than 100 years, TharpeRobbins' rich history as an innovator has covered the breadth of managed reward and recognition programs. The company fosters superior performance by creating new standards for employee recognition and rewards through imaginative solutions, cutting edge programs, flawless execution, professional service and world-class technology. TharpeRobbins built its reputation on developing customized programs to help clients reach their employee attraction and retention goals. The company is passionate about recognition because they know that an engaged workforce produces satisfied customers, which in turn produces more business. With TharpeRobbins, Recognition Changes Everything.

The privately-held TharpeRobbins was created through the February 2007 merger of The Robbins Company, founded in 1892, and The Tharpe Company Inc., founded in 1981. The company headquarters are located on a 25-acre campus in Statesville, N.C. and include an extensive showroom and state-of-the-art distribution facility. The ISO-certified Attleboro, Mass., operations include creative services, software development and jewelry manufacturing. Find out more at www.tharperobbins.com.

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