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# Todd Dexter Named VP of U.S. Creative at Carlson Marketing

Todd Dexter, who was vice president and group creative director, was promoted to vice president, Creative-U.S.  He is now responsible for all creative work for Carlson Marketing in the U.S., leading teams in Minneapolis, Detroit and New York.

?Since Todd assumed a leadership role a little over a year ago, he has created more efficient ways for the U.S. Creative team to work,? said Doug Rozen, senior vice president, global lead - Creative, Interactive, Media & Mobile.  ?On top of this, Todd still puts out ?work that works? by developing new ideas for clients such as AARP, GM, JetBlue and Amtrak.?

Before joining Carlson Marketing in 2006, Todd was creative lead for Best Buy?s ?Geek Squad? brand.  He managed and designed everything from television and radio spots to print, interactive and in-store displays.  In addition, Todd also led Best Buy?s image work.

Prior to this, Todd was Senior Art Director and Creative Supervisor at Campbell Mithun Advertising and Martin|Williams working on brands such as Healthy Choice, Homedics, General Mills, AirTouch/Verizon, Domino?s Pizza, Chi-Chi?s Restaurants, Polaris, Donato?s Pizza, Commerce Bank, Centre Life Finance, Boy Scouts and Ruby Tuesdays.  He handled all media including print, interactive, broadcast and signage.

Dexter?s work has received numerous industry recognitions including awards from The Show, AIGA, Print and CA.

Submitted by Anonymous on Wednesday, March 17

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