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PRESS RELEASE

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Monica R. Watt, previous President of ESP Studios (Elias/Savion Production Studios), brings her 28 years of industry experience to the AlphaGraphics team as Senior Account Executive. Her career has given her expertise in design, printing, and the upkeep of high standards for customer expectations. She joined AG in March 2019.

Monica Watt Joins AlphaGraphics Ranks as Senior Account Executive

April 15, 2019 (Pittsburgh, PA) - AlphaGraphics in the Cultural District is thrilled to announce the addition of Monica Watt to our team as Senior Account Executive. Her expertise in the printing industry blended with a depth of knowledge of Pittsburgh's creative landscape brings a new energy to AG's team.

Having joined AG in March 2019, Monica was excited to become the newest member of the leadership team.

"AlphaGraphics was the natural next step for me. Their broad capabilities in design and production match my experience perfectly," Monica said. "I had the pleasure of being a client of theirs and really came to respect their quality work and forward-thinking business model."

Monica comes to AlphaGraphics from Elias/Savion Advertising, where she served as President of Elias/Savion Production Studios, the production arm of the agency, for the last 15 years. In her position, she oversaw all advertising production for the agency with an emphasis on print production. Her expertise in design, offset and digital printing and agency services will prove to be very beneficial to AlphaGraphics.

Prior to Elias/Savion, Monica honed her account management skills at Hoechstetter Printing, now RR Donnelley, for 13 years as a top-ranking Sales Representative and acting Marketing Director.

Over the span of her career, Monica has developed a versatile set of specialized skills including: advertising, brand development and corporate identity management, customized online ordering systems, customer relations, digital and offset printing, event planning, signage and large format printing, mailing and email marketing.

Monica's longtime friendship with AlphaGraphics owner Clare Meehan only boosted her credibility to embody the AG company culture.

"We are delighted to have Monica join our team at AlphaGraphics," Clare said. "Her expertise and experience will be a great enhancement to our business model."

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About AlphaGraphics in the Cultural District

AlphaGraphics is a strategic marketing and communications firm that partners with clients to help them build their brands, get noticed, and get business. From marketing strategy to design, printing and signage, AG offers full-service capabilities with a customer-focused team. agPittsburgh.com

