

## Impact Unlimited hires top talent to elevate its global marketing and social presence

Award-winning global experiential events agency announces the addition of new Marketing Director to join their industry leading team and strengthen its commitment to providing clients with top-quality event marketing solutions.

Dayton, NJ – Impact Unlimited recently hired Krupali Desai as its Director of Marketing and Communications to spearhead its global marketing efforts and help increase growth of services in key markets. Working closely with Impact leadership, Krupali will focus on communication strategy, corporate branding, marketing campaign development and social marketing.

Krupali brings significant strategic marketing experience and has successfully executed integrated marketing, digital and social marketing projects both domestically and internationally for B2B and consumer clients in the Healthcare, Financial Services, and CPG space. She was responsible for driving the strategic direction for brands such as MetLife, Educational Testing Service, BotoxCosmetic, NovoNordisk, and most recently Heinz Brands.

“We are thrilled that Krupali will be leading our new marketing efforts. Krupali brings with her a wealth of integrated marketing experience. We believe she will elevate Impact Unlimited’s brand presence as the global agency for experiential environments and strengthen our social media presence. Krupali’s strategic marketing background and results-focused approach, makes her a huge asset to the Impact Unlimited team,” Sandie Stransky, Executive Vice President, Impact Unlimited.

Prior to joining Impact Unlimited, Krupali held Account Management positions at several global advertising agencies, most recently at McCann Worldwide/MRM Princeton and Ferrara & Company. Krupali holds a Master’s Degree in Strategic Communications from Columbia University and an Undergraduate Degree in Communication and Public Policy from American University.

The additions of key team members showcases the value Impact Unlimited holds for employing committed, skilled, experienced people in the experiential events industry, and remains consistent in providing its clients with the utmost superior services and value that they have received over the past 40 years.

### About Impact Unlimited

As a global experiential environments agency, Impact Unlimited creates and manages global events and exhibits for brands across all markets. From meetings, conferences and tradeshows to global marketing programs, Impact Unlimited has set a standard for excellence in strategy, creative, management, implementation and driving brand engagement in face to face brand communication.

For over four decades, Impact Unlimited has helped Fortune 500 brands understand the key role experiential environments play in driving audience engagement and meeting critical business objectives. Headquartered in New Jersey and with offices throughout the world, Impact Unlimited continues to be a recognized industry leader, year after year.

For more information, please visit [www.impactunlimited.com](http://www.impactunlimited.com) or contact Sandie Stransky at [sstransky@impactunlimited](mailto:sstransky@impactunlimited) and 732-274-2000, x221.