

ABOUT GARY BOHRINGER

PRESIDENT AND PRINCIPAL OWNER, BOHRINGER CREATIVE CREATOR, SIMPLY SMART MAIL



Gary Bohringer is creative marketing strategist who helps small- and medium-sized businesses produce measurable results via direct marketing.

After 10 years in corporate marketing in the travel and hospitality industries, Gary founded Bohringer Creative

in 1993. This innovative marketing agency helps organizations of all sizes, from small one-person operations to global corporations, to develop attention-grabbing marketing campaigns that bring corporate brands to life and motivate customers to action.

Gary is also the creator of Simply Smart Mail, a comprehensive marketing service that brings push-button simplicity to the creation and management of direct mail campaigns. With one phone call, busy entrepreneurs can outsource the entire direct mail process – from strategy and list rental ... to design and mailing ... to follow up and results analysis – to a team of experienced direct marketers. The service also enhances multi-channel marketing, allowing organizations to personalize their web sites with visitor information to create a more intimate and influential experience.

As an award-winning graphic artist, Gary believes that designers have a unique opportunity – and responsibility – to create communications that are

more than visually appealing. *“Design without strategy is art,”* he explains. *“By thinking about the action you want consumers to take, you can transform visual communication into a force that motivates, inspires and influences the world around you.”*

Gary’s dedication to using design to enhance marketing messages helps his clients significantly improve their marketing results. He’s earned professional recognition from his peers for this talent, winning a prestigious Chicago Association of Direct Marketing (CADM) Tempo Award in 1999 for developing a direct marketing campaign that helped generate \$2 million in revenue.

Past and current clients include American Society of Neuroradiology, Chicago Medical Society, Stanford Products, OAG Worldwide, Galileo, University of Chicago, Lovett Marine, National Osteoporosis Foundation and Shell Oil.

Gary shares his passion and unique approach to results-oriented design as a part-time faculty member of Columbia College, Chicago, Ill., where he teaches various design classes for the Art and Design Department. He also teaches advertising courses at the College of DuPage, Glen Ellyn, Ill.

He holds two Bachelor’s Degrees: one in Marketing and Business Administration from St. Xavier University, as well as one in Advertising Art and Graphic Design from Columbia College. Additionally, he has been an active member of the Graphic Art Advisory Board at College of DuPage where he developed a new “after hours” curriculum.

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