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20nine adds Gary Kopervas as VP of Brand Strategy, continues to build out its hybrid integration model.

CONSHOHOCKEN, PA—20nine, a hybrid branding agency, has added Gary Kopervas as Vice President of brand strategy. Another move in the agency’s plan to build around a hybrid integration model, a model predicated on attracting diverse talents that allow the seamless integration of strategy, technology and creativity under one roof. The agency’s recent relaunch of its brand last October was based around the mantra of “Defy Description,” which was expressed in a series of statements such as “We are not agents of ads, we are agents of change” and “These are not our clients, these are our partners in idea boot camp.” Gary Kopervas will be responsible for building out 20nine’s strategic planning process and help direct efforts in emerging areas such as verbal branding, consumer insights and brand innovation. Kopervas comes to 20nine having been one of the founding members of Marco Polo Explorers, a global innovation company and Director of thinkwholebrand, a brand strategy consultancy. Most recently, Gary was Chief Creative Strategist and director of ideation at Backe Digital Brand Marketing where he helped develop digital and traditional solutions for clients such as GlaxoSmithKline, Peirce College, Airgas and Bazor BodyRazors. “We’re trying to build a unique culture here and an offering that’s fueled by a cross-pollination of branding, technology and innovation. Gary brings the diverse skill set, passion for branding and big-brand experience to help us get there sooner,” says Greg Ricciardi, 20nine’s CEO and founder.

20nine is a hybrid branding agency focused on the growth of its clients. 20nine is a concept-to-delivery creative company with capabilities to produce every element of a brand strategy in-house, in one unified voice. Clients include Penn Health System, Synergis, MEDecision, Boenning & Scattergood, Herr’s Snack Foods, Citi, The Philadelphia Union, Virtua, Philabundance and The Franklin Institute. For more information, contact Greg Ricciardi at greg@20nine.com.