

# BIOGRAPHY

## RICHARD K. PAPAZIAN Branding / Creative Director

For over 40 years, Mr. Papazian has practiced in various capacities as a marketing and visual communications professional. He provides an integrative array of services that include Strategic Planning, Creative Development, Electronic Production, and Project Management.

In 1965 Richard started his career, as an account executive at the J. Howard King advertising agency in Providence, Rhode Island. While there, he developed and managed the advertising and collateral needs of both local and regional clients.

Shortly after moving to Boston in 1968, he founded and operated RKP Associates, a full service advertising agency. For the next 11 years, the agency provided comprehensive marketing and advertising services to a wide spectrum of consumer, industrial, commercial and retail accounts.

In an attempt to leverage his strong visual communications expertise, Papazian repositioned the company as a graphic design firm in 1981. Papazian Design specialized in providing clients with comprehensive Corporate and Brand Identity programs supported by integrative Marketing Communications.

The firm quickly grew to six employees during the early 80's and was known for its synergistic collateral efforts on behalf of such clients as the Massachusetts Institute of Technology, Ocean Spray Cranberries, Rogers Foam Corporation, Vatco Industries, Wood-Hu Kitchens, and The Haartz Corporation.

From 1986 through 1995, Mr. Papazian focused his branding attention and activities to fulfilling his responsibilities as an independent Branding Consultant. In 1996 he formed Marketing Extensions, a branding firm whose signature is the development, enhancement and leveraging of Brand Identity programs for clients in the consumer, commercial and industrial markets.

The company produced a wide spectrum of Marketing Communications plans and creative promotional tools for The Boston Public School System, Mountain Union Telecom, Solium Lighting, New Balance Athletic Shoes, EMC Corporation, Ray-Art Studios, Harmony Lighting, Avon Zatec, Fidelity Investments, Parametric Technology Corporation (PTC), MicroFridge, Sunset Gower Studios, and Universal Graphix among others.

Currently his responsibilities as Branding/Creative Director for Z Design of Belmont, Massachusetts include strategic planning, copywriting, design direction and project management. He has been collaborating with Z Design for the past twenty years.

Mr. Papazian is a graduate of the University of Rhode Island where he majored in marketing and advertising.

