



Press Release.

NOVEMBER 2024

Mary Gabriel Joins Kubik as Vice President of Business Development, Bringing Extensive Experience in Experiential Marketing and Business Development.

Odenton, Maryland, November 26, 2024 – Kubik is thrilled to announce the arrival of Mary Gabriel as our new Vice President of Business Development! With a stellar background in experiential marketing, trade show exhibits, and business development, Mary is set to bring a wave of innovation and energy to our team.



Mary's journey in the marketing and advertising world spans over 20 years, during which she has held key positions at top firms like MC², SPOON Exhibits & Events, and EEI Global, Inc. Most recently, as Account Director at MC², she achieved an impressive \$5 million sales growth in her first year and seamlessly transitioned clients to virtual events during the pandemic.

Here's a glimpse of Mary's remarkable achievements:

New Business Development: Mary successfully launched the Midwest division for SPOON Exhibits & Events, spearheading the opening of their office in Metro Detroit and establishing a strong presence in the automotive industry. Her ability to identify emerging trends, build strong client relationships, and lead high-performing teams contributed to the company's significant success.

Strategic Leadership: She managed teams and developed strategic alliances that enhanced client relationships and expanded market reach.

Creative Solutions: Known for her innovative approach, Mary has consistently exceeded sales forecasts and delivered exceptional results for her clients.

Mary holds a Bachelor of Business Administration, cum laude, from Northwood University, with dual majors in Marketing and Management. She is also an active member of several professional organizations, including the Marketing Sales Executives of Detroit and the Adcraft Club of Detroit.

“We are absolutely ecstatic to have Mary on board,” said Elliot Kohn, President at Kubik Inc. “Her extensive experience and strategic mindset will be invaluable as we continue to grow and innovate in the experiential marketing space.”

ABOUT MARY

Mary will be based in Michigan and will work closely with the team to drive new business initiatives and enhance client engagement.

For more information about Mary Gabriel and her role at Kubik, please contact her directly at (mailto:MaryG@thinkubik.com) or her direct phone number 248-891-3822.

ABOUT KUBIK

At Kubik, we craft brand stories through powerful experiences. Our diversified work includes experiential events, trade shows, corporate environments, retail solutions, museums, and digital activations. Our team of “dreamers” and “doers” consists of diverse professionals who are as comfortable crafting strategic creative as they are at fabricating and executing physical environments.

For over 40 years we have managed global programs for fortune 500 clients while remaining a family-owned business; allowing us to focus on long-term growth over short-term gains and providing true partnership and expert guidance for the brands we serve.

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For inquires, collaborations, and consultations, please contact: info@thinkubik.com, or by phone at 1 (877) 252-2818.

For media inquiries, please contact: Marketing@thinkubik.com

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