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FOR IMMEDIATE RELEASE

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MARKETGARDEN ADDS HISPANIC CAPABILITIES, TOMAS ROLDAN LEADS EFFORT

(DALLAS, TX) – MarketGarden, LLC, a full-service, Dallas-based brand consultancy and integrated marketing communications agency, today announced the addition of Tomas Roldan as director of marketing for Hispanic services.

Mr. Roldan will develop accounts, manage projects and campaigns, and direct the agency’s messaging and media services for clients catering to the Hispanic market.

“Tomas is a long-time friend of the agency and a veteran talent. His bilingual skills, cultural background and deep experience creating integrated communications in both English and Spanish is a unique asset for MarketGarden and a valuable convenience for all our clients who sell cross-culturally,” said Joe Zagorski, MarketGarden partner.

Mr. Roldan has more than 25 years of experience in corporate and agency marketing and advertising. He has worked for Tandy Corporation, T’NT Advertising and JCPenney. His career path from art director to senior creative project manager to director of Hispanic marketing includes projects and promotions in Spanish for Mexico, Chile and U.S. Hispanic markets. Mr. Roldan has also worked in direct mail and newspaper advertising, primarily in English-speaking U.S. markets.

He was born and raised in Spain and became a citizen of the U.S. in 2006. Mr. Roldan graduated from the School of Fine and Applied Arts in Madrid in 1978 with a degree in commercial art.

“My passion is to help business owners and marketing professionals connect their messages with their target audiences, regardless of language, to positively effect their bottom lines,” said Mr. Roldan. “MarketGarden’s commitment to showing a return on marketing investments presents an exciting opportunity during challenging economic times. I believe I can make a difference for our clients.”

For more information about MarketGarden, visit [www.marketgardenllc.com](http://www.marketgardenllc.com) or contact Joe Zagorski at 214-750-6601.

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