



# Think Company Names EVP Russ Starke As New CEO

New executive team also includes Bruce McMahon as  
COO and Phil Charron as EVP.

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**PHILADELPHIA, PA:** Think Company today named Russ Starke as its new Chief Executive Officer and announced additional leadership changes designed to help the Philadelphia-area experience design firm continue to grow and thrive as it launches into its second decade.

Russ was involved in early conversations that led to the creation of Think Company, and became the firm's first employee shortly after Carl White and Brian McIntire founded the company in 2007. Throughout the 10 years since then, Russ has worked alongside Carl and Brian to lead and shape the firm. He most recently served as Think Company's Executive Vice President, providing organizational leadership and strategic oversight of delivery, marketing, operations, and business development.



*Russ Starke, Think Company's new CEO*

“From day one Russ has been all in,” said Carl White, referring to Russ’ dedication to Think Company through the years. “Whenever I’ve asked him to tackle something, he’s stepped up and done an amazing job—often better than I could have done. Russ works tirelessly to support and celebrate every single one of our colleagues. No one embodies Think Company’s core values more than Russ—I can’t think of a better person to be at the helm of this great company.”

Also today, Think Company announced the promotion of two key leaders to positions on the firm’s executive team:

Bruce McMahan is now Think Company’s Chief Operations Officer. Bruce joined Think Company in 2013 and has been instrumental in the establishment of

systems and processes that have supported the firm's stability and growth. "Bruce quickly became one of Russ' most trusted advisors," notes Carl White. "The two complement each other well, and have real trust and respect for one another—they're an amazing team."



*Bruce McMahon, Think Company's new COO*

Phil Charron is now Think Company's Executive Vice President. Phil joined Think Company in 2008 and has been influential in leading and shaping the firm since its earliest days. In his most recent role as SVP of Consulting and Talent, Phil lead Think Company's efforts to cultivate a culture that supports, develops, and celebrates its team members. "Phil has become an advisor and mentor to so many of our people," said Carl White, "His promotion to EVP attests to the impact and importance of Phil's presence here."



*Phil Charron, Think Company's new EVP*

Think Company Co-Founders Carl White and Brian McIntire (formerly CEO and CDO, respectively) will provide ongoing guidance and support to the firm's new executive team as Co-Chairmen. "This leadership transition has been a deliberate process that has occurred over the course of several years," said Brian McIntire, "and so, we announce these changes today with great enthusiasm and confidence in this team's ability to lead Think Company into what is sure to be an exciting second decade."

Echoing this sentiment, Russ Starke adds: "We've got some big, audacious goals and a lot of important, impactful work on the horizon. I want to promote, grow and represent this incredibly talented and special group of people as best as I can,

and be the bulldozer that helps clear the path so they can do what they do best. I couldn't be more excited to take on this new role, or more thankful to Carl and Brian for the opportunity.”



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