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Suburbia Studios Adds to Executive Team

Jo-Ann Kevala joins as VP, Digital Strategy and Innovation

Victoria, BC: Suburbia Studios, a nationally recognized marketing agency based in Victoria and Vancouver, is pleased to announce that Jo-Ann Kevala has joined the firm in the newly created role of VP, Digital Strategy & Innovation. Kevala joins Suburbia Studios executive team in a role that will see her lead business development, digital strategy and specialized innovation projects. Prior to joining Suburbia, Kevala spent nearly a decade at Unit4, a leading global software company providing enterprise applications. Kevala's background in technology marketing has also involved senior positions in leading companies such as IVL Audio, Schneider Electric and FunctionFox.com, among others.

In the past few years, Suburbia has been expanding its expertise in retail and shopping centre marketing to health and wellness and technology. "I am very excited," Kevala reports. "I have tracked Suburbia's success for many years and the timing couldn't be better to come on board. Suburbia is uniquely positioned as a seasoned strategic and entrepreneurial team with a proven track record of providing insights and creative solutions that generate results for clients across digital and traditional channels. With technology and health industries taking off, there is no doubt in my mind that Suburbia Studios can help companies in these sectors, and others, take their businesses to the next level.

With ambitious growth goals, Suburbia is excited to bring Jo-Ann's passion for innovation and enterprise. "We are thrilled to have Jo-Ann join our team," says Mary-Lynn Bellamy-Willms, founder and CEO of Suburbia Studios. "Jo-Ann brings an unparalleled skill set and expertise that will strengthen our team and provide outstanding value to existing and future clients."

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About Suburbia Studios:

Founded in 1989, Suburbia Studios (Victoria and Vancouver) is an independently owned, nationally recognized, entrepreneurial marketing and communications firm with expertise in retail, shopping centres, financial services and health and wellness. Suburbia helps build business for its clients, and is unique in that it has conceived, launched and grown an agency, a kid's app company, Zooper Dooper, and a software company—FunctionFox—the leading online time and project management system for creative companies worldwide. Clients benefit from the guidance of a seasoned team that embraces the challenge of limited resources and the need to create results quickly, repeatedly and strategically.