



Adam Nisenson
Active Imagination
Principal & Creative Director
Healthcare and Sports Marketing Expert

Adam Nisenson is an award-winning graphic designer, marketer and branding expert with more than 15 years of experience. Adam is known in the industry for his ability to quickly understand a client's message objectives and develop innovative solutions that work.

Adam's extensive experience in sports marketing began in 1996, when the Houston Rockets hired Active Imagination to design the team's season tickets. Over the next few years, Active Imagination was responsible for creating the Rockets' season branding and marketing campaigns as well as designing all advertising materials for the team. Adam has consulted and designed for organizations such as the Houston Astros, Seattle Seahawks, Houston Texans, New York Yankees, Reliant Energy, Houston Marathon, PGA Tour, NBC Sports, ESPN and many others.

Adam is also an expert in the field of healthcare marketing and branding. He has consulted and designed for physician groups, dental practices, medical equipment companies, hospital systems, physician associations and businesses that cater to the healthcare industry. Some of his past clients include US Physical Therapy, Global Healthcare Alliance, Memorial Hermann Healthcare Systems, Texas Children's Cancer Center, Sadler Clinic, University of Texas Medical School at Houston and many others.

Adam's concepts and designs have been honored by the Addy Awards, the Art Director's Club of Houston and the American Institute of Graphic Artist.

Adam is also well known for his ability to develop concepts that blur the line between healthcare and sports marketing. This unique qualification is often in demand by medical organizations that sponsor sports teams and by sports-related healthcare institutions and groups.

Adam is available for expert commentary in the following areas:

- Sports marketing
- Sponsorship strategy
- Healthcare marketing
- Marketing and branding strategy
- Brand archotyping
- Graphic design-logos and corporate identity
- Generation Y marketing
- Event marketing

To set up a time to talk with Adam about his healthcare and sports marketing experiences please contact Julie Capaci at 713-528-6100 ext 113.

About Active Imagination:

Founded in 1992, Active Imagination is a strategic marketing and branding firm specializing in healthcare and sports industries, that helps organizations build customer loyalty, generate employee confidence and increase market share through tactical marketing and branding campaigns. Using the proprietary BrandStorySM process, Active Imagination helps its clients reach their target audience by launching, marketing and repositioning their brands. Please visit www.aimagination.com for more information.