

Gregor Gilliom

Writer/Editor/Information Designer

Gregor works with clients to identify and refine the appropriate voice and tone for corporate communication, and guides the editing of existing resources and creation of new content.

Gregor most recently worked as manager of creative services at **OCLC**. His team of seven writers and designers created all print and interactive marketing materials for OCLC's 30+ products and services. His group produced everything from brochures and direct-mail campaigns to product demos, Web content portals, and environmental displays. He worked closely with OCLC's vice president of marketing and the directors of public relations and global segment marketing.

Prior to OCLC, Gregor served as senior content manager for Resource Interactive, where he helped drive the development of client Web sites and populated them with brand-focused information. At Resource, he headed content efforts for **Ford Motor Co.**, **Ross Products**, **HP**, and others, and worked closely with the company president and creative director on the agency's own award-winning capabilities brochure and Web site.

Before joining Resource, Gregor was a director of information design at Fitch Inc., an international brand and design firm. At Fitch Gregor developed content, naming, and positioning for major national brands including **Bank One**, **Motorola**, **Omaha Steaks**, and others. Before joining the agency business, Gregor was founding editor of **Columbus CEO**, a successful regional business magazine, and served in senior editorial roles at **Ziff-Davis** (San Francisco) and **CompuServe**.

In 1998 Gregor founded G2 Creative Services, a freelance Web design partnership. G2 clients included **Columbus Museum of Art**, the **Columbus Area Chamber of Commerce**, **Columbus Monthly magazine**, **The Other Paper**, and a variety of other local businesses.

Gregor received a bachelor's degree from **Miami University** and a master's from **Northwestern University's** Medill School of Journalism. He is former president of Central Ohio Magazine Professionals, and has received several regional and national editorial awards. A seasoned world traveler, Gregor lived in Europe for a year and has explored and photographed dozens of countries in Africa, Asia, Europe, and South America.

Today, Gregor accepts projects under his independent contracting brand, **Versatile Words**.

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