

GEORGE TIERNEY

Creative Director and COO

A co-founder of QuantumMethod, George serves as creative director and chief operating officer. In his dual role, George leads the development of creative products and brand strategies for clients, as he manages QuantumMethod's internal operations.

George has worked with and provided services to many nonprofit organizations throughout his career including Para Los Niños, The Special Olympics, The Boy Scouts of America, St. James Inn, Shields for Families, the Santa Monica Mountains Recreation & Conservation Authority, and the University of California, Santa Barbara.

Prior to forming QuantumMethod George served as executive creative director, eastern region, for Seurat Company (formerly XOR, Inc.). Seurat specialized in eBusiness solutions and precision marketing services for fortune 100 and 500 clients. George led brand development and new media initiatives for clients that included Blue Cross Blue Shield, NEXXThealth, and Qwest Communications.

Before his time with Seurat, George held the post of senior art director with marchFIRST (formerly USWeb/CKS). marchFIRST became the world's largest new media and branding professional services firm during the 90's with an employee population topping 10,000, servicing 42 countries. marchFIRST provided deep, high-end services in new media development, eBusiness solutions, marketing and advertising, including corporate communications and brand development to the fortune 100 and global 5000 brands. George joined the Atlanta office in 1996 and was a key leadership member in one of the top revenue producing offices within the creative practice worldwide. His accounts included The Coca-Cola Company and Sunbeam.

George began his career in his home city of New York on its famed Madison Avenue where he developed creative solutions for clients such as Club Med and PepsiCo International.

George is also a founder and Board Member of QuantumMethod's sister company IntraVera Worldwide. He is an active AIGA member, involved in several local charitable organizations, and works tirelessly to find time for the rest of life.



"I've been told branding is easy. I'm almost certain it was the same person who conveyed to me that parenting was easy. I later found out he had no children."

BOARD SEATS

IntraVera Worldwide, Inc.
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