

## **Reid Carr - President**

As Red Door's President, there is nothing Reid loves more than sitting down at a table, rolling up his sleeves and matching wits with clients. He leads the charge in generating the imaginative strategies that ensure every web site, campaign and brand is unique, powerful and produces the desired results.

Reid first came to San Diego to form the iGroup, the interactive arm for the San Diego-based PR agency, McQuarter Group. As the Director of Interactive and Advertising, Reid created an entity that exceeded \$1 million in billings during its first year, servicing clients and innovators such as iPass, Previo, Excelsus Technologies and Mindport. Previously, Reid was COO and Accounts Director at PBJ Digital, a bi-coastal Interactive development and incubator shop based in Los Angeles, where he serviced, supervised and planned over 30 interactive and brick and mortar/interactive plays. Prior to PBJ, Reid handled account management responsibilities for Nissan in the Los Angeles office TBWA/Chiat/Day soon after earning a BA from the University of Oregon's advertising program.

Reid writes a regular column for iMedia Connection and has been the focus of high-profile interviews in the San Diego Union-Tribune, AdWeek and PRWeek.