



OFFICE OF THE MAYOR
CITY OF CHICAGO



ACQUITY GROUP

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MAYOR EMANUEL AND ACQUITY GROUP TO ANNOUNCE THAT ACQUITY GROUP WILL INCREASE STAFF BY 30 PERCENT IN 2014

Chicago Mayor Rahm Emanuel to visit Acquity Group for interactive forum on Chicago's growing technology industry with college students from around the Midwest.

Mayor Rahm Emanuel and Acquity Group will announce today that Acquity Group will increase its staff by 30 percent by the end of 2014. [Acquity Group](#), a leading global Brand eCommerce® and digital marketing agency now part of [Accenture Interactive](#), will welcome Mayor Rahm Emanuel to its Chicago office Friday for a discussion about its role in the growth of the city's technology industry.

Mayor Emanuel and Acquity Group President Jay Dettling will co-host an intimate forum for university students from throughout the Midwest to highlight Chicago's development as a technology industry hotspot, Acquity Group's growth as a leader in its industry and the opportunities the city offers new college graduates. The discussion will include Acquity Group's plans to support additional growth by driving technology talent to Chicago. By the end of 2014, Acquity Group will increase its staff in the Chicago market by 30 percent—an addition of more than 100 employees in its Chicago office, bringing the total to 500 employees in Chicago.

"Acquity Group is exactly the type of company that Chicago is becoming known for," said Mayor Emanuel. "We are proud of all the cutting edge, dynamic companies that are recruiting the best and brightest to the city of Chicago. Chicago has one of the most vibrant economies and young professionals are coming here to start careers and families, and I am focused on continuing to grow and expand this positive environment."

Founded in Chicago in 2001, Acquity Group has played an integral role in the technology scene for more than 12 years and continues to grow the industry by attracting top technology minds to the city. The company's successful 2012 IPO and recent acquisition by Accenture Interactive demonstrate its strong position as a leader in the marketplace.

"We're very excited to host Mayor Emanuel for this unique event and participate in this important discussion about the future of Chicago's technology industry," said Dettling. "With a new startup launching nearly every 44 hours, the city has a focus on fostering innovation for the technology community and there is a tremendous opportunity for young talent."

Acquity Group's client roster of global brands includes Chicago-based companies Grainger and McDonald's. Client projects by Acquity Group have been recognized with numerous industry awards including Webby Awards, Interactive Media Awards and Online Retail Awards.

This afternoon's event will be held at Acquity Group's offices at 500 W. Madison Street and will also feature speakers from Acquity Group's creative, digital marketing and technical departments, as well as an open question and answer session.

Interested media attendees are invited to attend the event as space allows. To obtain a complimentary pass, reach out to Acquity Group's [media contact](#).

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About Acquity Group

Acquity Group is a leading Brand eCommerce® and digital marketing company, now part of Accenture Interactive. Acquity Group leverages the Internet, mobile devices and social media to enhance its clients' brands and eCommerce performance. It is the digital agency of record for a number of well-known global brands in multiple industries. Acquity Group has served more than 600 companies and their global brands through thirteen offices in North America. For more information about Acquity Group, visit acquitygroup.com. For more information about Accenture Interactive, visit accenture.com/interactive.

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