



Creative Group®

Let's Thrive.

For immediate release

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Creative Group Adds Lynn Wirch as Vice President of Strategy & Design

Signals Market Intent with Strategic Leadership Investment Advancing the Agency's Bold Vision to Elevate Its Creative Core with Data-Driven Design

SCHAUMBURG, IL (November 12, 2025) – [Creative Group, Inc.](#), an award-winning event experience agency and Direct Travel company, announces another key leadership addition as part of its ongoing strategic evolution to unleash creativity through data-driven design. [Lynn Wirch](#) has joined Creative Group as Vice President of Strategy & Design, bringing with her a powerhouse blend of speed, precision, and strategic vision.

In her role, Wirch will lead the newly formed Strategy & Design departments, implementing performance-based design thinking principles powered by data and insights to meet the rapidly evolving needs of business events industry stakeholders and attendees. Wirch brings more than 25 years of event industry experience, marked by transformative leadership through strategic growth and evolution. Wirch's leadership embodies Creative Group's commitment to agility, innovation, and excellence.

"The addition of Lynn and other recent leadership changes shape the future of Creative Group, where technology and creativity unite," said Janet Traphagen, President of Creative Group. "By leveraging market-leading technology, Creative Group is uniquely positioned to deliver inclusive, hyper-personalized experiences grounded in originality and fueled by data and AI. These experiences foster authentic human connection, strengthen trust, and drive engagement and loyalty—setting a new standard for innovation and meaningful interaction."

Wirch joins Creative Group alongside other key leadership advancements, further accelerating the agency's creative and technological transformation.

- **Hillary Smith Stone, CMP, CSEP**, recently joined as **Global Head of Creative & Marketing**, leading the agency's creative practice, production, and marketing teams.
- **Melissa Van Dyke** now serves as **Senior Vice President, Technology & Data**, overseeing enterprise technology strategy, innovation, and AI-driven insights.

Together, these leaders represent Creative Group's renewed focus on elevating its creative core through data-powered design, ensuring every client experience is both emotionally resonant and intelligently optimized.

For more information about Creative Group, visit <https://www.creativegroupinc.com/>.

Photos for media use are available [here](#).

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About Creative Group

Creative Group is a dynamic experience agency that delivers business results by inspiring people to thrive. An industry leader, Creative Group has been honored with numerous Society for Incentive Travel Excellence (SITE) awards and the CMI 25 Awards, which recognize the top 25 most influential meeting and incentive management companies in the U.S. Creative Group was founded in 1970, and continues to serve clients in financial services, life sciences, insurance, manufacturing, retail, technology, automotive, and hospitality. Employing more than 220 people, the company is headquartered in Schaumburg, Illinois, and maintains offices in San Francisco, Appleton, Wisconsin, and Toronto, Canada. For more information about Creative Group, visit www.creativegroupinc.com.

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