

NJ-Based Trajectory Makes Key Hire To Help Clients Better Leverage Growth Through Digital Transformation

New Director, Digital Strategy Art Stiefel to help Trajectory's health and wellness clients unlock digital growth opportunities by evolving customer experience, bolstering marketing, creating better ways to grow.

MORRISTOWN, N.J. ([PRWEB](#)) November 29, 2018 -- Reflecting specialist health and wellness branding and marketing agency [Trajectory's](#) commitment to helping its clients move their customers, brands and businesses upward — the firm has hired Art Stiefel as Director, Digital Strategy.

In this role, Art and his team will work closely with Trajectory clients to balance the opportunities afforded by technology with the real value it creates for customers, brands and businesses. Ultimately, client challenges gravitate around three key themes: evolving customer experience, bolstering marketing and creating a better way to grow.

Art's specific responsibilities at Trajectory will be twofold. First, to work closely with agency creative and account teams to delve into the ever expanding digital domain to champion fresh, engaging and measurable digital experiences. Second, to help clients stay current and rise to meet the challenge of constantly changing digital opportunities.

Over the course of Mr. Stiefel's 20+ years in branding, communications, advertising, film production and interactive/multimedia platforms – he's worked with teams to translate ideas into real-world business successes for clients such as Comcast, IKEA, and Harley Davidson through to a range of healthcare organizations including Robert Wood Johnson University Hospital, Novartis, Bayer, and Blue Cross/Blue Shield of New Jersey. Art also teaches Interactive Media and Advertising at the Temple University, Lew Klein College of Media and Communication.

About Trajectory

Trajectory is a nationally-recognized and focused specialist agency working across the health and wellness continuum — from skin care, beauty and personal care, to spa and fitness, healthcare services and technology, physician groups, hospitals and health systems. These are the brands and audiences the firm knows best and immerses itself in every day. Trajectory's solutions – combining strategy, design, marketing and technology – help clients to use every moment to move their B2C and B2B customers, brands and businesses upward.

**Contact Information**

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