

WELCOME TO EZ STREET 2.0.23



MARKETING DEPARTMENT NEWS



*“Fear not the movement of the heavens above or the earth below.
For change is what we are”*

~Maynard James Keenan~

The Western world has, once again, managed to collectively transform a digit on the heading of their calendar. But this year promises to be different...at least for EZ Street. *Change* is the theme—and it's destined to add up to significantly more than one digit, thanks to...

ELYSSA MASLACH

Marketing Genius



“I'm grateful and excited to be a part of the EZ Street team! I'm looking forward to truly making a larger impact in our industry.”

Since we're not entirely sure if Brookfield, Wisconsin actually exists, we'll just say Elyssa's from Milwaukee. But that's simply *one* of her many talents.

Maslach initially deployed her BFA in Graphic Design creating eye-catching websites for the powersport industry. Later, she applied her creative insights to the dealership side of the game...and discovered her passion for marketing.

From launching ad campaigns, to the strategies behind them, Maslach is as fun to work with as she is savvy and shrewd.

Expect to see Elyssa's warm smile and cunning mind in the field and beyond as she helps you customize a plan for your market in 2023...she might even fix your printer while she's at it.



DAVID MARTINEZ

Jedi Master

“As the head of design and brand, my expectations are high.”

Style. You can have the creative vision of a million childhoods, but without taste, it's just fantasy. David's got an eye for what works, and a hefty—award winning—pedigree behind it.

Born and raised in Caracas, Venezuela, Martinez topped off his education with a masters in Graphic Design & Visual Experience at the University of Madrid. He then went on to create for world-class agencies, whose clients include DirectTV, Nissan Motors, and Air France.

After moving to Miami in 2010, three years later, David applied his bold creative vision and discernment to co-found REEF Technologies—a company he helped evolve into a multi-billion-dollar brand. With REEF, Martinez built lasting relationships with giants such as the NBA, NFL, and Tesla, among other household names.

David's sure to become a welcome part of your process—he'll make you look like a billion bucks, while delivering an explosive boost to the EZ Street brand.

THE MAVERICK



If you don't know Isaac Kenn, you will. He's a magician; a thinker; an EZ Street rep—and a *Maverick*.

With Isaac on the prowl, no pothole is safe, no utility cut's double patched—and *no location's left un-worked*. Kenn hunts down leads in unexpected stops—the Universe *is* his office.

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