

## **Growing purpose-design office expands its leadership to better serve organizations discovering how purpose helps businesses thrive**

**TORONTO (November 4, 2021)**—Frontier Design is pleased to announce the appointment of Laura Sellors as CEO. She brings to the role more than two decades of experience that encompasses experiential design, brand strategy, team leadership, and operational and financial management. Working alongside founder Paddy Harrington, Sellors will oversee all aspects of Frontier’s operations, finances, new-business initiatives, and team building.

Frontier is growing in response to an emerging need expressed by organizations to help them define and communicate their purpose and ambition. The drive to set clear intentions for impact has accelerated in the last eighteen months as so many of us found new perspectives on what we do and why. Through a practice we call Purpose Design, Frontier helps organizations define and express their purpose and ambition by designing inspiring experiences built on positive social and environmental foundations.

As Harrington said, “Laura’s experience across a range of disciplines and practice areas means she is perfectly suited to help Frontier move toward its goal of helping more organizations adopt a Purpose Design methodology. Her background in communications and experiential design gives her a clear understanding of what design, broadly defined, can do. And her leadership and management prowess will also position Frontier to expand its Purpose Design practice to include other important aspects of how businesses operate, from structuring them so they successfully achieve their goals to measuring their progress in those efforts.”

Sellors adds: “With an impressive roster of clients and top-level creative work, all centered around a new idea about Purpose Design, Frontier appealed to me as a place where, together, we can think beyond and do better—for ourselves, for our clients, and for the world. Frontier’s media and product arms differentiate it from a typical agency and generate insights that go back into work on behalf of its clients. Those efforts, plus the opportunity to build a timely new design discipline in Purpose Design, inspired me to join the company as it takes its place on a global stage. I’m eager to help scale the company’s foundational processes and strong culture.”

## About Laura

Laura Sellors is a passionate, charismatic executive and strategic thinker with a deep understanding of business strategy, creative processes, and the operations of design-related companies. For more than twenty years, she has shaped and led creative firms, from software startups to advertising agencies to environmental-design companies. She has degrees and post-graduate education in theater production, design management, business, and the creative arts. She earned her RGD designation in 2011 for her portfolio of collaborations in branding, marketing communications, and web/app design and development for such clients as Visa, the Canadian Cancer Society, Wine Rack, SNC Lavalin, SOCAN, and many more. Sellors is a frequent conference speaker and past board member of RGD and the Society for Marketing Professional Services' Ontario chapter. She currently serves on the management committee and co-chair of the outreach committee of ULI Toronto.

## About Frontier

Frontier is a Purpose Design office built to deliver on the idea of Purpose-Driven Performance. We do this in a number of ways. First, we collaborate with clients to help define their core purpose and long-term ambition, then build all the experiential tools they need to express that internally and externally. Second, we create media to help ourselves and others discover the leaders of Purpose-Driven Performance who are making the world a better, more inspiring place. Finally, we design and manufacture high-performance products built on socially and environmentally responsible foundations.

We believe this combination of collaboration, content, and product development helps us create better companies, stories, and products because we understand how businesses work from idea to execution. Our capabilities include strategy and positioning, content development, and communication, digital, graphic, spatial, and product design. We create experiences, processes, exhibits, websites, products, logos, names, and films that all express an organization's core purpose and ambition.