

**Julie Cross**  
Founder



**Lissa Scott**  
President

## New Ownership. Same GRIT.

Fourteen years ago, Julie Cross founded GRIT (originally Moxie), with the intent to build an agency that was different, one that led with strategic insights and was powered by a steadfast focus on delivering results for clients through an approach that prioritized long-term relationships over short-term financial gains. Lissa Scott joined the team nearly at the start and has been instrumental in shaping the company as creative director and chief operating officer.

As Lissa takes the helm as GRIT's new owner and president, she does so with a commitment to carry on the legacy Julie created and to stay true to the values and commitment to client success that have been at the heart of GRIT from the beginning. Through the transition, it's business as usual at GRIT as we work to help clients achieve their goals and we want to assure you the transition will be seamless for you as well.

### ANSWERS TO QUESTIONS THAT MAY BE ON YOUR MIND

We are sharing a few answers to questions we know our partners may have related to the company's ownership transition.

#### **Any Changes to Company Contact Information?**

No, as part of the transition, the company's official name changed to GRIT Marketing Group (formerly Moxie Design & Marketing) to officially match our DBA name for the past 6 years. You can still find us at the same phone numbers, emails and web address.

#### **Any Impact to Billing/Invoicing/Payments?**

Just a minor change in account information for those who leverage GRIT's EFT/ACH payments. Otherwise, everything remains the same.

#### **Is the Team Changing?**

Absolutely not. The entire GRIT team is excited for Lissa and ready to support her, just as we always have Julie, as she leads GRIT in the next phase of the company's evolution.

#### **What Will Happen Next?**

We're going to keep digging deeper and working to produce great work and exceptional experiences for our partners. Julie will be staying on board as a member of the team in the coming months to support a seamless transition and we're looking forward to the many great things ahead as GRIT celebrates year 14 in 2022.

### HAVE OTHER QUESTIONS?

Reach out, we are here to provide information and ensure this change is seamless for our clients and partners.

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