



FOR IMMEDIATE RELEASE

## Godfrey Dadich Partners Strengthens Content Capabilities

**Design Firm Makes Several Key Hires,  
Names Robert Capps Partner, Head of Editorial,  
and Allie Fisher, Creative Director**

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Godfrey Dadich Partners, a design firm headquartered in San Francisco, is expanding its content capabilities with the appointment of several senior staff members, it was announced by co-CEOs Patrick Godfrey and Scott Dadich. Leading the editorial division will be **Robert Capps**, who joins GDP as Partner, Head of Editorial, and **Allie Fisher**, who joins as Creative Director.

Capps was with WIRED for 13 years, most recently as head of editorial, where he oversaw content for all platforms, including the magazine, website, video operations, and live events. While there, WIRED garnered 21 National Magazine Award nominations and won eight. During his tenure, Capps spearheaded the programming for multiple live events, including the WIRED Business Conference and the WIRED by Design creativity retreat at Skywalker Ranch, managed large multimedia projects for the web, and edited award-winning magazine features. In 2009, he wrote the article "Why Things Fail," which won the prestigious Gerald Loeb Award for Distinguished Business and Financial Journalism. He will continue to co-curate the annual PopTech ideas conference in Camden, Maine.

**Marcus Wohlsen** joins GDP as Story Editor after five years at WIRED, where he was senior editor overseeing the title's award-winning business coverage. Wohlsen wrote and edited major online and print features chronicling the dramatic transformations unleashed by the 21st century's most important technologies and companies. Previously he was a reporter for the Associated Press and is the author of *Biopunk: DIY Scientists Hack the Software of Life* (Current/Penguin 2011). During his 20 years in journalism, Wohlsen has become deeply attuned to the news cycles and stories that connect with audiences in the moment. He is an experienced manager and producer fluent in the varied vernaculars of social media, video, and long-form narrative.

**Mary Melton**, former editor in chief of Los Angeles magazine, will work with GDP as Features Editor. During her tenure as editor of Los Angeles, Melton led the magazine to 12 National Magazine Award nominations and to its first-ever wins (for Feature Writing and General Excellence) in 2011.

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Dadich.**

140 NEW MONTGOMERY  
17TH FLOOR  
SAN FRANCISCO, CA 94105

110 WALL STREET  
4TH FLOOR  
NEW YORK, NY 10005

WWW.GODFREYDADICH.COM  
INQUIRIES@GODFREYDADICH.COM



A key component of the new content capabilities is a team of experienced editorial designers. **Lynnette Galloway** has been named Art Director. Prior to joining GDP, Galloway held senior design roles at Los Angeles and Ebony magazines. **Olga Montserrat** is Design Director, coming to GDP from WIRED, where she was design director, platforms, managing special digital features, UI/UX projects, new products, and social and other distribution channels. She has contributed art direction, design, social media marketing, and strategy for clients including Starbucks, REI, Pandora, Volkswagen, and Ghirardelli, runs her own fashion blog, [twelveofour](#), and worked at Edelman, overseeing a team of designers to create engaging social content for top brands.

Leading the design team is **Allie Fisher**, Creative Director. She has worked with Dadich for seven years, first in Condé Nast's Editorial Development Group, where she worked with brands including Vanity Fair, The New Yorker, and GQ to launch their digital editions, and more recently at WIRED, where she served as design director. At WIRED, Fisher managed a team of designers to produce award-winning art direction and design across platforms, and was part of the team that designed WIRED for Apple News, which was showcased on stage at Apple's WWDC 2015. In addition, her design of the Power iPad app—featuring portraits of world leaders by famed photographer Platon—was recognized with an Art Director's Club Annual Award.

“From feature stories to podcasts to film and TV, there is a meaningful demand for high-quality, authentic storytelling,” noted Dadich. “Our new content division offers world-class journalism talent to help tell compelling, thought-provoking stories in all manner of contexts. Of course, we will be telling our own stories as well.”

“Our content division will leverage deep editorial experience for brands and media companies,” added Godfrey. “The editorial team and the recently established entertainment division will work closely together to create custom content and build storytelling platforms—from long-form television series to bite-size social media snacks.”

#### **ABOUT GODFREY DADICH PARTNERS**

Godfrey Dadich Partners is a design firm founded in January 2017 under co-CEOs Patrick Godfrey and Scott Dadich. GDP designs strategies, experiences, and stories, setting a new standard for how inventive organizations inform, interact, and inspire.