



## ICF Olson Names Chip Knicker Head of Digital Business

April 24, 2018

### Former We Are Unlimited and Accenture Exec to Lead Digital Engagement Strategy

FAIRFAX, Va., April 24, 2018 /PRNewswire/ -- [ICF](#) (NASDAQ: ICFI), a global consulting and digital services provider, has named Chip Knicker head of digital business for [ICF Olson](#), the company's marketing and communications agency. ICF Olson currently supports digital strategy and engagement for hundreds of brands nationwide.

Knicker brings nearly two decades of digital and creative experience to ICF Olson. Most recently, Knicker served as chief digital officer of We Are Unlimited, the dedicated agency created by Omnicom for McDonald's U.S. creative business. Prior to that, Knicker oversaw Accenture Interactive's North American e-commerce practice where he was responsible for the division's performance, talent development, resource management, and overall strategic direction. Knicker also served as vice president and e-commerce lead for Acquity Group, a leading digital marketing company, prior to its acquisition by Accenture.

"I couldn't be more thrilled for Chip to join our team," said [John Wasson](#), president and Chief Operating Officer of ICF. "His substantial experience is the perfect fit for ICF Olson. He has a proven track record of growing teams and businesses with integrated, creative and omni-channel digital solutions. I'm confident he will help move our agency forward as we plan, design, and implement transformative engagement projects and campaigns."

"I am honored and excited to join the passionate and talented team at ICF," said Knicker. "They bring together a unique set of offerings in technology and digital engagement but also in closely related areas of creative, brand, public relations, loyalty and marketing strategy. I'm looking forward to improving and expanding ICF Olson's digital offerings and integrating them into cross-cutting solutions to drive even more value for clients."

One of the world's top 50 marketing and communications agencies, ICF Olson offers uniquely broad and deep expertise across the entire spectrum of marketing services including advertising, digital engagement, public relations, loyalty, customer relationship management and brand management. ICF Olson's digital business delivers world-class engagement platforms, strategies and user experience solutions leveraging enterprise-class content management and e-commerce technologies. The team advises Amtrak and other well-known brands across North America on how to build and use digital channels to improve customer engagement and acquisition.

Read more about ICF Olson's [digital solutions](#).

#### **About ICF**

*ICF is a global consulting services company with over 5,000 specialized experts, but we are not your typical consultants. At ICF, business analysts and policy specialists work together with digital strategists, data scientists and creatives. We combine unmatched industry expertise with cutting-edge engagement capabilities to help organizations solve their most complex challenges. Since 1969, public and private sector clients have worked with ICF to navigate change and shape the future. Learn more at [icf.com](#).*

#### **Caution Concerning Forward-looking Statements**

*Statements that are not historical facts and involve known and unknown risks and uncertainties are "forward-looking statements" as defined in the Private Securities Litigation Reform Act of 1995. Such statements may concern our current expectations about our future results, plans, operations and prospects and involve certain risks, including those related to the government contracting industry generally; our particular business, including our dependence on contracts with U.S. federal government agencies; and our ability to acquire and successfully integrate businesses. These and other factors that could cause our actual results to differ from those indicated in forward-looking statements are included in the "Risk Factors" section of our securities filings with the Securities and Exchange Commission. The forward-looking statements included herein are only made as of the date hereof, and we specifically disclaim any obligation to update these statements in the future.*

**Contact:** Lauren Dyke, [lauren.dyke@ICF.com](mailto:lauren.dyke@ICF.com), +1.571.373.5577

 View original content with multimedia: <http://www.prnewswire.com/news-releases/icf-olson-names-chip-knicker-head-of-digital-business-300635640.html>

SOURCE ICF