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WD Partners to open design office in San Francisco

On November 1 WD Partners will open its doors at 620 Davis Street in San Francisco's Financial District. The new location will enhance relationships with existing West Coast clients, such as Gap Inc. and Starbucks, as well as manage programs for two new Asia-Pacific clients.

"We are excited about recent projects for Korean retailer E-Mart and Vietnamese supermarket Co-op Mart," said WD Partners CEO Chris Doerschlag. "Not only will the San Francisco office make it easier to manage those relationships, it also will allow us to develop new ones with international retailers who are expanding in the Pacific Rim."

Bob Welty, Executive Director, Design & Brand, will lead the new San Francisco office. He has more than 20 years of experience directing design teams to create consumer environments. Over the next year, he will create an interdisciplinary team of researchers, retail and graphic designers.

Bob's broad experience includes work with specialty and big box retailers, grocery retailers, and restaurants, including Merrell, Safeway, Whole Foods, Helly Hansen, Eddie Bauer, Lowe's, Victoria's Secret, Red Lobster, Rubio's, Wendy's, Benihana, Wawa, and Starbucks.

Lee Peterson, WD Partners Executive Vice President of Creative Services, who has worked closely with Welty for more than a decade, sees the move to San Francisco as a natural progression. "Bob's been a key part of the phenomenal success of WD's design group over the last five years, and I'm confident that he will do a great job of establishing and guiding the growth of the San Francisco office too."

This is the 2nd WD Partners location in California. In addition to the San Francisco office, WD Partners has an architecture and engineering office in Irvine. The Los Angeles area office manages long-standing programs for Fresh & Easy, The Home Depot, and BJ's Restaurants.

About WD: WD Partners helps food and retail brands innovate through strategy, design, architecture, and implementation services. The results are enhanced customer experiences, higher sales, improved profitability, and faster return on investment. WD Partners works for the leading regional and global brands. For more information, please visit www.wdpartners.com.

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