



Building The Economy One Idea At A Time



By Brad Weisman

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It is often the quiet guy you see in an office you usually walk past. However, that guy (or gal) just might be building a vision that is not always outwardly disclosed. That individual sometimes is the mind behind something big that builds brand identity or product design for that matter. From idea....to concept.....product....packaging.....that idea is usually built from someone with a creative mind. You will ultimately learn that quiet individual lives in industrial design.....product design.....graphic design. Who is the triple threat who can do all of those? Well, I was recently on a mission in Phoenix to learn who that is? I do remember a quiet guy from my Petsmart corporate days who fit the mold.

Mario Esquer is a few letters from being an "Esquire", however I would argue he is so much more. I watched him as a young man at Petsmart behave quietly.....go the extra mile....and produce. From packaging to graphic design....to product design/development....to sourcing he is the multidimensional threat in design. Even better, he has a soft demeanor.....easy to get a long with.....easy to converse with.....and makes product come to life. All of that comes with years of experience and knowing how to deal with people and their ideas.

He started a design firm early in his college career that has carried into his professional life today. Early on he knew what he wanted and how to get there. It is nice to see a professional in this world use their craft to help people put their dreams on a store shelf and not reside in their head.

It takes someone who is bold to build and drive Avadium Design. Oh....that guy is not an "Esquire", but he is Mario "Esquer". Next time you walk by the quiet guy in the office - let's be clear - he or she might just be building the future for the company you work in.

At the end of the day, it is the people in design that are helping build the economy and ultimately creating jobs. It takes products to have sales and it is revenue which fuels the economy.

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