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## KANSAS CITY BUSINESS JOURNAL

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# C3 founder decreases role in daily agency operations

Kansas City Business Journal - by [Steve Vockrodt](#) Staff Writer

More than 20 years after founding **Creative Consumer Concepts Inc.**, an Overland Park-based marketing agency, Bob Cutler has relinquished his position as president.

Succeeding Cutler as president is Chief Marketing Officer Randy Jordan. Jamie Phillips, also previously with the company as COO and CFO, was promoted as a partner of Creative Consumer Concepts.

Cutler said his decision to back away from the everyday operations of the marketing agency and become its hands-off CEO was a move to help the company grow with a new focus at the helm after he served 20 years as its top boss.

Cutler also is stepping away from a close role in C3 to pursue other business ventures, including an Internet-based private transportation service that's in early stages of development.

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