

FOR IMMEDIATE RELEASE

January 20, 2026

## **MARKD Productions and NOVALOOP Announce Strategic Alliance**

STOUFFVILLE, ON - MARKD Productions is proud to announce a new strategic alliance with NOVALOOP, an AI-driven automation company. The agreement is focused on helping organizations streamline processes, reduce manual workload, and unlock efficiency through intelligent automation.

This alliance brings together MARKD Productions' strength in storytelling, strategy, and business development with NOVALOOP'S expertise in AI-powered process automation, workflow optimization, and eliminating repetitive operational tasks.

Together, the two companies will support organizations looking to modernize how they work, not by replacing people, but by freeing teams to focus on higher-value work.

"What excites us about NOVALOOP is their practical, human-first approach to AI," said Kevin Romano - Huhn, Co-Founder of MARKD Productions. "They're not selling buzzwords. They're helping businesses remove friction, improve processes, and make smarter use of time and talent."

NOVALOOP specializes in identifying repetitive and time-consuming tasks, by designing AI-powered solutions that integrate seamlessly into existing business operations from internal workflows to customer-facing systems.

"Automation shouldn't feel overwhelming or disruptive," said Craig McKay, Founder of NOVALOOP. "Our goal is to help businesses simplify, scale, and evolve. Aligning with MARKD allows us to connect with organizations that are ready for meaningful change."

As part of the alliance, MARKD Productions will introduce NOVALOOP'S services to companies actively seeking automation and operational improvements, while NOVALOOP will handle all technical delivery, implementation, and ongoing support.

"This partnership is about alignment," added Rob Crowley-Smith, Co-Founder of MARKD Productions. "We help organizations clarify their story and direction. NOVALOOP helps them build smarter systems behind the scenes to support that vision."

The alliance will be supported through co-branded announcements, shared content, and collaborative outreach, reinforcing both companies' commitment to innovation, clarity, and results-driven solutions.

### **About NovaLoop**

NovaLoop is an AI automation company specializing in process improvement, workflow automation, and the intelligent handling of repetitive tasks. By leveraging artificial intelligence and modern automation tools, NovaLoop helps organizations reduce inefficiencies, improve accuracy, and scale operations with confidence. Learn more at <https://novaloop.ca>

### **About MARKD Productions**

MARKD Productions is a Toronto-based creative studio focused on strategic storytelling, branded content, and business growth. MARKD partners with organizations to clarify their message, strengthen their brand, and connect more meaningfully with their audience through film, content, and strategy.

- 30 -

More Information

Media Contact: Kevin Huhn

[info@markdproductions.com](mailto:info@markdproductions.com)

(289) 800-4295