

# The New York Times

WEBDENDA

## Accounts and People of Note in the Ad Industry

By THE NEW YORK TIMES  
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American Public Gardens Association, Kennett Square, Pa., named the Pollack P.R. Marketing Group, Century City, Calif., to lead its public relations and brand-outreach efforts. Spending was not disclosed. The organization had previously worked with the agency on a project basis.

Anton's Cleaners, Tewksbury, Mass., chose Fuseideas, Somerville, Mass., as its agency of record. Billings were not disclosed. The assignment had previously been handled by Graham Communications, Quincy, Mass.

Sav Banerjee joined Rokkan, New York, in a new post, executive strategy director. He had been digital strategist for social media at SapienNitro, part of Sapien.

Big Spaceship, Brooklyn, hired three employees in an expansion of its strategy team. They are Nathan Adkisson, who joins as a strategist; David Gillespie, senior strategist; and Karina Portuondo, senior strategist. The strategy team reports to Joshua Teixeira, who was promoted to director for strategy from associate director for strategy.

Jennifer Brown joined the Regan Group, Hawthorne, Calif., in a new post, director for digital marketing. She had most recently been an account supervisor at the Los Angeles office of Ketchum, part of the Omnicom Group.

Bud Caddell joined Deutsch L.A. in a new post, invention strategist. He had most recently worked with Alex Bogusky and Rob Schuham to start Common, an organization in Boulder, Colo., that specializes in social entrepreneurialism. Before that, Mr. Caddell worked for agencies like Victors & Spoils and Undercurrent. Deutsch L.A. is the office in Marina del Rey, Calif., of Deutsch, part of the Lowe & Partners Worldwide unit of the Interpublic Group of Companies.

Sean Creamer, executive vice president for United States media services at Arbitron, New York, was promoted to a new post, executive vice president and chief operating officer.

Luke D'Arcy, director of business development for the Europe, Middle East and Africa regions at the London office of Momentum Worldwide, was named to a new post, chief growth officer. He will continue to be based in London. Momentum is part of the McCann Worldgroup division of the Interpublic Group of Companies.

Dick De Lange and John Keehler joined R/GA, New York, part of the Interpublic Group of Companies, in new posts, as group planning directors. Mr. De Lange, who will work on the Nike account, had most recently been a group planning head at JWT New York, part of the JWT unit of WPP. Mr. Keehler, who will work on the Wal-Mart account, had most recently been a principal at the Richards Group, Dallas.

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Lisa Donohue, chief executive at Starcom USA, Chicago, was named the 2011 Advertising Woman of the Year by the Chicago Advertising Federation. She will be honored at a luncheon on Oct. 7. Starcom is part of the Starcom MediaVest Group unit of the Publicis Groupe.

Selma Filali joined Amuse, Montreal, in a new post, senior vice president and managing director. She had most recently been general manager and executive vice president for experiential marketing at Newad. Amuse is part of the Deutsch unit of Lowe & Partners Worldwide, which is owned by the Interpublic Group of Companies.

J Public Relations hired four employees for its San Diego and New York offices. They are Amy Carlson, publicist, in New York; Georgina McDonald, publicity assistant, in New York; Amy Ogden, director, in San Diego; and Kendall Trainer, a public relations assistant, in San Diego.

Kemp Goldberg Partners, Portland, Me., started a public affairs practice and opened an office in Washington.

Melissa King and Adam Ross joined Media Networks Inc., part of the Time Inc. division of Time Warner. Ms. King becomes account executive for the New York and Atlantic market, based in the Pittsburgh office; she had been an account director at Chemistry Communications. Mr. Ross becomes account executive for the Ohio market, based in Cincinnati; he had been a digital media specialist at Enquirer Media, part of the Gannett Company.

Howard Kleinberg joined Glow Interactive, New York, as president for digital, leading a new division, Glow Social. He had been a senior vice president at Electric Artists.

Libby Morgan joined the Acquity Group as portfolio director for the new New York office. She had most recently been vice president and managing director at iCrossing, part of the Hearst Corporation.

Our Man in Havana, New York, was awarded two accounts. One is Original Moonshine, a new whiskey from W. J. Deutsch & Sons, White Plains; spending has not been determined. The other is the Jewish Museum, New York, which had previously been at LaPlaca Cohen, New York; spending was estimated at less than \$1 million. Our Man in Havana will work on the museum's account with Braxton Strategic, which handles media planning and buying.

Phenomblue, Omaha, hired four employees. They are Kaylin Brabec, experience producer; Nabile Coulibaly, junior experience engineer; Erin Standley, experience director for the new Los Angeles office; and Derek Van Horne, experience director.

Bernhard Schwab joined RHI Entertainment in a new post, senior vice president for international sales, based in Munich, and responsible for territories that include Africa, Germany, Greece and Israel. He had been international sales director at Tandem Communications, Munich.

Brian Skahan joined Publicis Modem, New York, as chief technology officer. He succeeds Ed Zhang, who left last month, the agency said. Mr. Skahan had been vice president and creative technology

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director at the Boulder, Colo., office of Crispin Porter & Bogusky, part of MDC Partners. Publicis Modem is part of the Publicis Worldwide unit of the Publicis Groupe.

SME, New York, hired three executives for new posts in senior management. They are: Michael C. Cassady, chief operating officer; Kenny Crawford, partner and engagement director; and Paul Sowards, managing partner.

Marc Sobier joined Y&R New York as a global creative director. He had been a creative director and art director at Goodby, Silverstein & Partners, San Francisco, part of the Omnicom Group. Y&R New York is part of the Y&R division of Young & Rubicam Brands, owned by WPP.

Dan Streety joined Mars Advertising, Southfield, Mich., in a new post, executive creative director, working with Jeff Stocker, chief creative officer. Mr. Streety had most recently been executive creative director at Saatchi & Saatchi X, part of the Saatchi & Saatchi unit of the Publicis Groupe.

Maryann Stump joined Straightline, New York as senior director for strategy. She had been senior director for brand strategy at Interbrand, New York, part of the Omnicom Group.

Via Agency, Portland, Me., hired three creative directors. Two are coming from the Sydney, Australia, office of Ogilvy & Mather Worldwide, part of WPP. They are Kevin Phillips, who had been a senior art director, and Steve Street, who had been a senior creative and copywriter. The third is Greg Crossly, who becomes creative director for brand design; he had been head of design at Y&R, part of the Young & Rubicam Brands unit of WPP.