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May 14, 2010

People and Accounts of Note in Advertising

By THE NEW YORK TIMES

Bailey Gardiner, San Diego, hired four employees. They are: Jen Jenkins, public relations account coordinator; Sayamon Riddang, graphic designer; Maria Swanson, advertising account supervisor; and Ryan Thompson, advertising account supervisor.

Brunner, Pittsburgh, opened Brunner Mobile, a unit specializing in mobile marketing.

Catalyst Direct, Rochester, was renamed Catalyst.

Nei Caetano joined Heat, San Francisco, in a new post, associate creative director for digital creative. He had been the owner and creative director at Brothers By Choice, San Francisco, which will continue in business under Andreas Tagger, chief executive and creative director.

Jerry Courtney rejoined GSD&M Idea City, Austin, Tex., part of the Omnicom Group, as executive media director, a post that had been vacant. He had been marketing director at Capella University and a group manager at Target after he had left GSD&M, which he held various media posts that include vice president in charge of digital and interactive media.

Exopolis, a digital agency with offices in Chicago, Los Angeles, New York and Austin, Tex., was acquired by Austin Ventures, also based in Austin, a venture capital firm. Financial terms were not disclosed. The acquisition came after Exopolis merged with the creative strategies division of an Austin production company, Action Figure.

Anurag Harsh and Chris Poleway joined the New York office of Adify in new posts. Mr. Harsh becomes vice president for business development; he had been vice president for marketing,

syndication and networks at IDG. Mr. Poleway becomes vice president for platform sales and business development; he had been vice president for sales and operations at CNNMoney.com, part of Time Warner.

Yahav Isak joined MRM Worldwide in a new post, senior vice president and operations leader for the New York office. He had been director for digital production at JWT, New York, part of WPP. MRM Worldwide is part of the McCann Worldgroup division of the Interpublic Group of Companies.

Paul Kingsley joined the Red Peak Group in a new post, chief operating officer, based in the London office. He has worked at agencies like Oyster Partners and Tequila Worldwide.

Bill Koenigsberg, president and chief executive at Horizon Media, New York, was named chairman of the media policy committee of the Four A's, the industry organization formerly known as the American Association of Advertising Agencies.

Thi M. Le joined Inter/Media Interactive, Encino, Calif., part of the Inter/Media Group of Companies, as an online account supervisor. She had been an interactive account manager in client services at Integrated Media Solutions, Beverly Hills, Calif.

Robin Leedy & Associates, Mount Kisco, N.Y., was hired to produce social media campaigns for new hair care products from Conair and for a new product in the Ocean line of nasal saline products sold by Fleming Pharmaceuticals, Ocean Complete Sinus Irrigation. Spending has not been determined.

Daren Mazzucca joined the New York office of Midwest Living magazine, part of the Meredith Corporation, as publisher. He succeeds Brian Kightlinger, who was recently named associate publisher at another Meredith magazine, Parents. Mr. Mazzucca had been associate publisher at Good Housekeeping magazine, part of the Hearst Magazines unit of the Hearst Corporation.

The Nielsen Company, New York, acquired GlanceGuide, Palo Alto, Calif., a video analytics and technology company. Financial terms were not disclosed. GlanceGuide's technology provides insights, Nielsen said, into how consumers interact with the video they watch online.

Greg Ott joined Demandbase, San Francisco, in a new post, chief marketing officer. He had been senior vice president for marketing at Classmates.com.

Outdoor Advertising Association of America, Washington, presented the Obie Best of Show award, as part of the 2010 Obie Awards ceremony, to TDA Advertising and Design, Boulder, Colo., for a campaign for FirstBank that featured very small businesses like dog walkers and baby sitters to promote the bank's services to small businesses. An additional 21 Gold Obies were awarded in individual categories. Butler, Shine, Stern & Partners, Sausalito, Calif., won the 2010 Obie Hall of Fame Award for its campaign for the Mini Cooper.

Anita Paul joined KSL Media in a new post, managing director for the Los Angeles office, with primary responsibility for the Guitar Center account. She had most recently been vice president and brand group director at the Los Angeles office of Horizon Media.

R/GA, New York, part of the Interpublic Group of Companies, opened an office in Singapore to serve as its Asian-Pacific hub.

The Torrance, Calif., office of Saatchi & Saatchi, part of the Publicis Groupe, hired four employees for digital creative and production posts. They are: Dave Evans, senior integrated producer; Donnell Johnson, associate creative director and copywriter; Jason Nichols, creative director; and Gary Rosen, associate creative director and copywriter.

Deborah Schumacher joined the New England Consulting Group, Westport, Conn., as a managing associate. She has worked at companies that include S. C. Johnson & Son and Quaker Oats.

Lisa Spielman joined TargetCast TCM, New York, in a new post, senior vice president and director for business development. She had most recently been senior vice president for sales and marketing at Marketing Accountability Partnership, New York, part of the Interpublic Group of Companies.

Maureen Sullivan, chief of staff and acting chief marketing officer at AOL, New York, was promoted to senior vice president for marketing and brand partnerships.

Steve Sullivan joined the Interactive Advertising Bureau, New York, to lead a new West Coast office, based in San Francisco. His title will be vice president for supply chain and revenue solutions. Mr. Sullivan had been senior program manager for advertising security at the online services division of the Microsoft Corporation.

Laura Terry joined Martin/Williams Advertising, Minneapolis, as vice president and account

director. She has worked for agencies that include Olson and Tripp Growth Marketing. Martin/Williams Advertising is part of the Martin/Williams unit of the Omnicom Group.

Heather Wingate joined Nomura Holding America, New York, as managing director for public affairs. She had been managing director and head of federal government affairs at Citi, New York, part of Citigroup.