

# ADWEEK

People: Other Moves  
September 11, 2006

## Companies

Promotions: Paula Erickson to director of advertising/brand development at Ace Hardware, Oak Brook, Ill., a new post, from dir-corporate communications and pr... At NPD Group, Port Washington, N.Y.: Peter Greene promoted to vp/gm-consumer technology sector; Peter Goldman appointed president-home sector.

Coming/going: CMP Technology, Manhasset, N.Y., hired Lisa Johnson, formerly with TechTarget, as svp-marketing... Yes Network, New York, tapped Michael Spirito as dir-business development. He is a June 2006 graduate of the Stanford Graduate School of Business... Medizine, New York, hired Carla Wojnaroski as evp-content & new media. She was at AOL's health & living division... Moving Comfort, Bothell, Wash., a division of Brooks Sports, hired Julie Baxter as brand vp. She was at REI Gear & Apparel... SupportSoft, Redwood City, Calif., appointed Anthony Rodio as CMO. He was at StubHub.com... Kent Rice, who had been serving as an advisor to Starz Entertainment, named CEO of Starz Animation, Englewood, Colo. Janet Healy continues to serve as president, reporting to Rice... Liz Claiborne Apparel, New York, named Michele Parsons as president and chief mer-chandising officer, effective Sept. 25. She was at Tommy Hilfiger.

## Associations

Coming/going: The Radio Advertising Bureau, Irving, Texas, an industry advocacy group, named Jeff Haley—svp-sales at the global marketing division of Time Warner—as president/CEO, effective Sept. 18. He succeeds Gary Fries, who announced last year he would step down.

## Agencies

Promotions: At Palio Communications, Saratoga Springs, N.Y.: Ingrid Dahlin and Judy Supley, from acct supvr to acct dir; Frank Edwards from art dir to sr art dir; Dan Bobear, from svp-acct svcs to svp/dir-client service; Paul Harrington, from svp/assoc creative dir to svp/creative dir; Todd LaRoche, from svp/creative dir to svp/mngng dir-creative; Ken Messinger, from svp/assoc creative dir to svp/creative dir; Andy Smith, from svp/dir-operations to svp/dir-global operations... JB Cumberland PR, New York, upped David Montalvo from acct exec to creative dir... Meyer & Wallis, Indianapolis, upped Laurie Blackburn to vp... At BCF, Virginia Beach, Va.: Greg Ward and Jacinthe Paré to acct grp dir; Lauren Burnett and Courtney Askew to acct exec; Carey Mosser to contact strategist... Dentsu Communications, New York, promoted Anya Grottel-Brown to vp, handling Siemens, Sinar Bron Imaging, VNU Expositions and other clients... Linda Hogan to vp at Bader Rutter & Associates, Milwaukee.

Coming/going: Gaylord Sports Management, Scottsdale, Ariz., hired Tim Ummel as dir-business development. He was a partner at Copper Advertising in Kalamazoo, Mich... Kimmerly McDonough named marketing/pr specialist at the Pohly Co., Boston. She was at the Leukemia & Lymphoma Society... Additions at Coates Kokes, Portland, Ore.: Meghan Rodimel, media planner, from the Portland Art Museum; Stacy Frey, acct mgr, from ID Branding... New to Arment Dietrich, Chicago: Jenna Gruhala, mngmnt supvr, from Adamson Advertising and the Vandiver Group in St. Louis; Katy Hendrickson and Colin McCormick, asst acct execs. Hendrickson was at Living History Farms, McCormick at Edelman... Erwin-Penland, Greenville, S.C., hired Caroline Brown as jr acct exec. She was at Blue Sky Real Estate... The Republik, Durham, N.C., named Carolin Harris art dir, from freelance... ...MicroMass Communications, Cary, N.C., named Mark Klapper vp-strategic svcs, from Unit 7; Kim Levy, vp-strategic svcs, from Adair Greene Healthcare Communications; Rick Mazzetti, vp-strategic svcs, from Quintiles

Transnational... Judy Jenacaro named acct dir at MKTG.partners, New York. She was at DVCx... Mastermind Marketing, Atlanta, retained Ryan McRorie as acct supvr. He will handle accounts including Dreyer's/Nestle, SunTrust and UPS. He was at Sterling Planet... SFGT, Philadelphia, recruited Jedd Davis as dir-media strategies, from OMD... Nick Praznowski joined Boomm, Westchester, Ill., as dir-business development. He was at Salt Communications... Niren Sirohi Joined Prophet, New York, as assoc partner. He was at Accenture... DGWB, Santa Ana, Calif., hired Mark Weinfeld as dir-strategic development. He was at Doner... Jesse Landis joined Paradise, St. Petersburg, Fla., as pr mgr. He was at Glasure Group... Schneider Associates, Boston, added Caitlin Melnick as acct coord-consumer group. She is a Marist College grad... Julia Tillery joined Powers Agency, Cincinnati, as media buyer. She was at Justice & Young... Jeff Johnson tapped as gm of Cramer-Krasselt/Hampel Stefanides, New York. He was at WestWayne... Avenue A | Razorfish, Chicago,

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named Julie Roth Novack as gm. She was at Agency.com... 160over90, Philadelphia, welcomed David Burden as dir-client svcs. He was at Tierney Communications... New to iq, Minneapolis: Dan Mendel, acct mgr, from U.S. Bank and Coldwell Banker Burnet... Jean Marie Plumhoff named vp at MLR Design, Chicago. She was at Anthem Worldwide... The Selva Group, Saratoga Springs, N.Y., named Erin Bushinger as asst acct exec and Jeffrey Kaufman as acct dir. Bushinger was at Upstate Cerebral Palsy, Kaufman at Acumed... Jeff Rider hired as gm at ProActive, Chicago, from BI's Media & Events... Rachel Glickman joined Fotolog, New York, as vp/chief revenue officer. She was vp-global mktg at Time Warner... GreenHouse, Chicago, hired Steve Cotten as dir-consumer mktg. He was at Starmark International; also, Peter Hoagland, Chris Schmaus and Michelle Black—all formerly at DVC Worldwide/Aspen Marketing—joined the agency: Hoagland as vp/dir-strategy, Schmaus and Black as acct dir... Cliff Bond joined West Glen Communications, New York, as dir-broadcast svcs. He was at ABC Sports Radio... Chuck Meehan aboard GSD&M, Austin, Texas, as creative dir, from david & goliath... 360, Boston, added Stacey Gilbert as sr acct exec. She was at Share Our Strength, a nonprofit organization... Barb Trammell launched global golf consultancy VisionFore Solutions, Nashville, Tenn. She most recently was svp-tournament operations at the Ladies Professional Golf Assn... Goodwill Communications, Burke, Va., formed a cause-related marketing division called GoodCauses, headed by Maria Leonor Perez... Hirings at Cronin & Co., Glastonbury, Conn.: Gary Capreol, assoc media dir, previously at Initiative Media and Bates USA; Amanda Backer, former intern, as asst acct exec... 451 Marketing, Waltham, Mass., added Glen Hawkins as art dir, from Hawkins Creative Services... Emily Agan joined Formula, San Diego, as dir-technology/travel. She was at Ardell Group... Amy Wissner aboard Bader Rutter & Associates, Milwaukee, as acct exec, from Gempler's... Enterprise Cable Networks, New York, a buyer of cable TV ads for political campaigns, appointed Michael Labriola svp. He was at Fox Sports Net... B2B consultancy RiechesBaird, Irvine, Calif., added Brian Bishop as assoc brand mgr, from Provident Funding Associates, and Lesa Smith as sr brand mgr, from Strata-Media... Charulata B. Pagar rejoined Manatt, Phelps & Phillips, Los Angeles, as a partner, from the Federal Trade Commission... Leda Ceccarelli, formerly at Emusica Entertainment Group, joined Goodman Media International, New York, as sr acct exec... Kobi Wu-Pasmore, from Mondrian of the Morgans Hotel Group, hired as dir-special events/special projects at Cornerstone, New York... Saatchi & Saatchi LA, Torrance, Calif., hired Tara Stephens in the newly created position of design communications dir. She was at Landor... c308 Marketing, Boise, Idaho, added Katie Kerby as acct mgr. She was at the Univ. of Idaho Alumni Assn... Barnard Baker left Holland Communications to join Powers Agency, Cincinnati, as acct mgr-client svcs... Jillian Feldman joined Rubenstein PR, New York, as assoc vp, from Michael Kaminer PR... Resound Marketing, Princeton, N.J., hired Jesson Burnam as acct exec. She was at the American Boychoir... Pablo Castro Zavala named vp of the new Latin division at Bruce Merrin PR, Las Vegas. He was at Telemundo, Univision and TV Azteca... Robert Admire hired as acct exec at PeakBiety, Tampa, Fla. He is a Univ. of Miami grad... Don Bartholomew joined MWW Group's recently opened Dallas office as gm. He was at GCI Group.

Accounts, etc.

Marta named Bigelow Jones Worley, Atlanta, to handle ads, pr and media planning for the Atlanta transit authority's new Breeze smart card fare collection system... Scorpion Sports, Lake Forest, Calif., retained Marshall, Costa Mesa, Calif., as lead agency for its premium motorcycle helmets line... GeigerBevolo, Minneapolis, hired to provide healthcare branding and marketing for Bethesda Hospital's Twin Cities locations... Just Marketing International, Zionsville, Ind., sto create and manage sponsorships for Matco Tools, Stow, Ohio, including Matco's primary sponsorship of a new David Powers Motorsports Top Fuel auto racing team... Warren Kremer Paino Advertising, New York, has acquired Spier, N.Y. The move brings the size of the combined entity to 60 people with billings of \$63 million. Founded in 1933, Spier's client roster includes Random House, Doubleday Broadway, Rodale, Penguin, Putnam Books and Kraft Foods... Indoor/outdoor lighting décor specialists ProductWorks, Chicago, retained Building Q, Medford, N.J., to handle licensing... Pound Ridge (N.Y.) Golf Club tapped On Course Strategies, Westport, Conn., to handle pr for the upscale daily fee course due to open in late 2007. The project is the first in the New York area for noted architect Pete Dye.

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