

# PRWeek



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## PEOPLE MOVES



**NEW YORK:** Kwittken & Company has appointed former ABC News producer and writer Patrick Doherty as MD. He will help the firm build relationships with broadcast outlets, as well as advise clients on media strategy and tactics. Doherty was most recently a writer and producer for *Good Morning America*. He was also a coordinating producer for some of the biggest news

stories in recent years, including the capture of Saddam Hussein, and the news team's Peabody, Dupont, and Emmy Award-winning coverage of the 9/11 attacks.

» **NEW YORK:** *Forbes.com*, the online complement to *Forbes* magazine, has appointed **Melanie Scharler** as director of corporate communications. She joins from Disney Publishing Worldwide, where she was a senior manager in the communications department. At *Forbes.com*, Scharler will oversee business-related internal and external communications.

» **PHOENIX:** *Best Western International* has hired **Troy Rutman** as the hotel chain's director of external communications. Rutman will leverage traditional and new media to further the chain's business goals, as well as work with its AOR Allison & Partners. Prior to joining Best Western, Rutman served as PR director at Phoenix-based ad and PR agency Knoodle.

» **WASHINGTON:** Tempe, AZ-based **Zaio** has named **Donald Kelly** chief communications officer. Kelly will work out of the firm's new Washington office and oversee investor relations, external communications, and media and government relations for Zaio, a provider of property valuation services. Kelly was most recently chief external relations officer for the Appraisal Institute.

» **ST. LOUIS:** *The Vandiver Group* (TVG) has promoted **Kelly Ferrara** to EVP. Ferrara has previously worked in PR for corporate, nonprofit, higher-education, and community organizations. Her roles at the firm include practice

group leader for TVG's community engagement work and Stratigem training.

» **DENVER:** **Arment Dietrich** has hired **Sydney Ayers** as MD of its new Denver office. Ayers was previously a principal and owner of Ayers Strategic PR. **Rendall Ayers** will continue to operate Ayers Strategic PR and Ayers Communications as its sole principal and owner.

» **WASHINGTON:** *The Walker Marchant Group* (WMG) has hired **Lydia Sermons-Ward** to serve as a VP. Sermons-Ward will provide strategic counsel and communications support for a variety of WMG clients and lead account teams in developing plans, programs, and materials for the firm's corporate, nonprofit, and government clients. Sermons-Ward was previously the director of communications and public affairs for the American Psychiatric Association.

» **NEW YORK:** **Patton Boggs** has hired **Vince Morris** as media and communications director. Morris formerly worked as a spokesman for Sen. John Kerry. He was a congressional correspondent for the *New York Post* prior to joining Kerry's staff.

» **NEW YORK:** *M Booth & Associates* has named **Martha Cid** MD of its media department. **Jill Burdik** also joins the department as broadcast media director.