

October 3, 2011

Accounts and People of Note in the Ad Industry

By THE NEW YORK TIMES

Ashley Alsup joined TDA_Boulder, Boulder, Colo., in a new post, director for strategy and innovation. She had been group director for cultural and business insights at Crispin Porter & Bogusky, Boulder, part of MDC Partners.

“Art & Copy,” the documentary that was produced by the One Club for Art and Copy, New York, won the Emmy Award for outstanding arts and culture programming at the 32nd annual news and documentary Emmy Awards presented by the National Academy of Television Arts and Sciences. “Art & Copy” was directed by Doug Pray and shown by PBS on the “Independent Lens” series, which is devoted to documentaries.

Jonathan Bellinger joined JWT New York, part of the JWT unit of WPP, in a new post, digital strategy director. He had been director for social media at Ketchum, part of the Omnicom Group.

Center on Alcohol Marketing and Youth at the Johns Hopkins Bloomberg School of Public Health released an analysis finding that 9 percent of the radio commercials for alcoholic beverages that ran in 2009 on stations in 75 markets around the country — markets that represented 46.5 percent of the nation’s population ages 12 and older — failed to comply with the industry’s voluntary standard for advertising placement. More than half the commercials were on behalf of three beer brands, according to the report: Bud Light, Coors Light and Miller Lite. The center is asking for the industry to adopt a stricter standard.

Steve Devore joined Twin Oaks, Plano, Tex., a new joint venture in the field of shopper marketing, as managing director. Twin Oaks is being formed by Crossmark, Plano, and Mars Advertising, Southfield, Mich. Mr. Devore had been vice president and account leader at Saatchi & Saatchi X, part of the Saatchi & Saatchi unit of the Publicis Groupe, where he led account teams for the Frito-Lay North America unit of PepsiCo and Procter & Gamble.

Donovan Data Systems and MediaBank, which compete in supplying advertising agencies systems to perform functions like verifying that advertising has run and booking commercial time and ad space, have agreed to merge to form a company named MediaOcean. Financial terms were not disclosed. Michael Donovan, chairman of Donovan Data, will be executive chairman of MediaOcean. Bill Wise, chief executive of MediaBank, will be chief executive of MediaOcean. The merger is contingent on approval by the federal government.

Gree, a Japanese mobile social gaming company, chose Duncan/Channon, San Francisco, to introduce the Gree brand in the United States. Spending was not disclosed.

Hard Rock vodka named the BRPR Group, Miami, to create and manage social media for the brand, which was introduced recently. Spending was not disclosed. The vodka is imported from Britain by Ultimate Beverages, Boca Raton, Fla.; bottled by LiDestri Spirits, Rochester; and distributed by Southern Wine & Spirits, Miami.

Izea Holdings, Orlando, Fla., which specializes in social media, opened an office in New York.

Bryan Kinkade joined Outside magazine, owned by Mariah Media, in a new post, associate publisher for New York. He had been sales director at The New Yorker and newyorker.com, part of the Condé Nast Publications unit of Advance Publications.

Gary Lacinski joined Meridian Printing, East Greenwich, R.I., as the New York City project director, based in the company's New York office. He had most recently been account manager at Daily Front Row and before that held posts that included media sales manager for the Voice Media Group and publisher at HX Media.

Lisa Lang joined the Chicago office of Euro RSCG Worldwide, part of the Havas Worldwide unit of Havas, as an account director, overseeing work on the Beam Global spirits account. She had been senior account director at the Chicago office of Translation, leading the team working on the State Farm account.

Chad Maxwell joined Starcom USA as senior vice president and research intelligence director. Some of the duties of the post are new and expanded; other duties had been handled by Judy Bahary, who left to join Mindshare, part of the GroupM unit of WPP. Mr. Maxwell had been leading the consumer insights research group at a Starcom USA sibling, Razorfish. Starcom USA is part of the Starcom MediaVest Group division of the Publicis Groupe.

Tamsen McMahon joined Allen & Gerritsen, Watertown, Mass., as vice president for digital strategy. She had been director for digital and strategic initiatives at Sametz Blackstone Associates, Boston.

Mercantile Bank, Boston, named Fuseideas, Somerville, Mass., as its agency of record. The assignment had previously been handled by Graham Communications, Quincy, Mass. Billings were not disclosed.

Mktg, New York, hired three executives and promoted a fourth. The newcomers are Susan Liao, vice president for digital solutions; Scott Sumption, vice president for production; and David Weinstock, vice president for creative. Also, Nick Perna, group account director, was promoted to vice president for client services.

Onesixtyfourth, London, opened an office in New York, to be led by Anne Bahr Thompson, the agency's founding partner. She will be based in New York, returning there after a decade in London, while also maintaining relationships with clients in London.

Ian Rotherham joined the London office of MediaCom, part of the GroupM unit of WPP, as a global account director. He had been at the London office of OMD, part of the Omnicom Media Group unit of the Omnicom Group, where he led the worldwide Vodafone account and was a member of the management team for the Europe, Middle East and Africa region.

Sibling Rivalry, New York, was opened by Mikon van Gastel and Joe Wright, who are being joined by Maggie Meade, as executive producer. Mr. Van Gastel worked at Imaginary Forces and started companies like Avso and Offspring. Mr. Wright worked at Trollbäck & Company. And Ms. Meade worked at [@radical.media](#).

Vanessa Kentris Smith joined the Chicago office of Edo Interactive in a new post, director for agency relations. She had been vice president and director for marketing at Digitas, part of the Publicis Groupe.

Lauren Snyder joined Mediabrand, New York, part of the Interpublic Group of Companies, in a new post, chief communications officer. She had most recently been executive vice president and chief communications officer at Kerzner International Holdings and before that worked for Edelman and TV Guide International.

Steve Sternberg joined the New York office of Ion Media Networks in a new post, senior vice president for sales research. He is a longtime analyst of television programming for media agencies and most recently wrote a blog, [The Sternberg Report](#).

Michael Szumera joined Capstrat, Raleigh, N.C., as executive vice president and director for client services. He succeeds John Peterson, who is now executive vice president in the agency's public affairs department. Mr. Szumera had been vice president and public relations practice lead at MedThink Communications, Raleigh.

Txteagle, Boston, a mobile technology company, was renamed Jana.

Ellen Walthour, program director at The BrandLab, Minneapolis, was named executive director. She succeeds Jim Cousins, who is leaving to return to agency life, the organization said. The BrandLab seeks to encourage students from diverse backgrounds to consider careers in advertising and marketing.

This article has been revised to reflect the following correction:

Correction: October 3, 2011

An earlier version of this column misspelled the given name of Outside magazine's newly appointed associate publisher for New York. He is Bryan (not Brian) Kinkade.



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