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CONTACT: Andrea O'Donnell
248/827-8446
aodonnell@doner.com
<http://media.donerus.com>

VASSALLO REJOINS DONER AS SENIOR VP, BRAND LEADER

(Southfield, Mich.) – Jim Vassallo has rejoined Doner as senior VP, brand leader, where he will be responsible for the account management and strategic planning of the agency's Minute Maid and Harman accounts. The announcement was made by David DeMuth, Doner co-CEO, president.

“Jim is a proven leader who brings a depth of experience in traditional, direct response, retail and social media to the agency,” said DeMuth. “He's a passionate marketer, and we look forward to utilizing his diverse background to help shape the future of our clients' brands.”

Most recently, Vassallo held the position of senior VP, management supervisor, at Campbell-Ewald, Warren, Mich. While there, he was responsible for managing the direct advertising and recruitment marketing for the U.S. Navy account. In this role, he developed the social media management strategy for the U.S. Navy and helped lead the team that monitored and provided content for all social media posts. In addition, he provided mentorship and leadership direction to his entire team of employees.

Vassallo first joined Doner in 1998 as an account associate, where he assisted the account manager and brand team in advertising production and account management. During the next 10 years, he touched a wide range of clients and worked his way up to the position of VP, account director. In this position, he provided strategic leadership and was responsible for creating marketing ideas that had a positive impact on the agency's AutoTrader.com account.

Vassallo received a bachelor of arts degree in psychology from Bowling Green State University, Bowling Green, Ohio, and a master's degree in business administration from Wayne State University, Detroit.

About Doner

Based in Southfield, Mich., Doner is an independent agency with offices in the United States and London, serving clients including Amazon.com, The Coca-Cola Company, ADT, DuPont, The Coleman Company, Shell Oil, AutoTrader.com, Cox Communications, The UPS Store, Wilson Tennis, Owens Corning, Chiquita, and Avery Dennison. As a full-service, performance-driven agency, Doner focuses on creating ideas that change the destiny of brands through creativity. Please visit our website at www.doner.com.