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DONER PROMOTES KRAMER TO VP, BRAND LEADER

(Southfield, Mich.) – Doner announces the promotion of Kerrin Kramer to VP, brand leader. In this position, he will report to Craig Conrad, Doner executive VP, brand leader, on the Chrysler Group account and will serve as a contact for the creative and account team working on the business.

“Kerrin has proven himself as a respected leader and has demonstrated a true commitment to the Chrysler Group,” said David DeMuth, Doner Co-CEO, president. “We look forward to utilizing his automotive-focused background as well as his ability to establish strong relationships with clients and agency vendors to help build our relationship with Chrysler moving forward.”

Having worked at Doner for over 10 years, Kramer joined the agency in 2000 as a traffic coordinator and quickly worked his way up the ranks to his most recent position, account director, working on the Mazda account. Kramer played an integral role in developing the Chrysler, Dodge, Jeep and Ram “Big Finish of 2010” Year End campaign as well as the Chrysler brand “Arrive in Style” campaign, which aired for the first time during this year’s Golden Globe Awards.

Kramer received his bachelor’s degree in English and economics from Denison University, Granville, Ohio.

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.
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