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FEIGHAN JOINS DONER AS SENIOR VP, STRATEGIC PLANNING

(Southfield, Mich.) – Anne Feighan has joined Doner as senior VP, strategic planning where she will be responsible for the business analysis, brand positioning and strategic planning for several of the agency's accounts. In addition, she will play a role in the agency's new business efforts. The announcement was made by David DeMuth, Doner co-CEO, president.

“Anne brings a strong strategic planning background that is preceded by a decade of consumer packaged goods experience,” said DeMuth. “Her knowledge of business analytics, consumer insights and strategic planning make her a perfect addition to our strategic planning team.”

Most recently, Feighan served Campbell-Ewald, Warren, Mich., as executive VP, director account planning. While there she was responsible for leading the strategic planning for the agency's Chevrolet, OnStar, Dow Solar and Olympic Paint & Stain accounts. Feighan also brings an extensive amount of brand management experience to Doner, having spent 10 years of her career in the packaged goods industry working for companies including Church & Dwight Co., Inc., Nestlé USA and Kimberly-Clark Corporation.

Feighan received her bachelor's degree in general business from Michigan State University, East Lansing, Mich., and her master's of business administration from the University of Notre Dame, South Bend, Ind.

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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