

**FOR IMMEDIATE RELEASE**  
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**HERMANCE REJOINS DONER AS**  
**SENIOR VP, BRAND LEADER**

**(Southfield, Mich.)** – Tena Hermance has rejoined Doner as senior VP, brand leader where she will be responsible for the direct response brand positioning and strategic planning for several of the agency's accounts in addition to playing a role in the agency's new business development. The announcement was made by David DeMuth, Doner co-CEO, president.

“As our clients continue to search for new ways to build relationships with consumers and drive them to take action, we've found that there's a demand for integrating direct response marketing into traditional advertising,” said DeMuth. “Tena's unique and sought-after skill set was exactly what we were looking for in order to further develop and strengthen our direct response and CRM capabilities and to support our clients in innovative ways.”

Hermance joins Doner from Campbell-Ewald, Warren, Mich., where she held the position of VP, management supervisor on the General Motors CRM, U.S. Navy and National Flight Academy accounts. Throughout her career she has developed an extensive level of expertise in direct response marketing and CRM as well as a proven track record for organizing and motivating teams to achieve beyond expectations. She brings a wide range of experience in both retail and branding across all mediums.

First joining Doner in 1991, Hermance served as an account executive where she played a role in helping the agency gain the Mazda business and was part of the team that launched the initial campaigns for the brand. In addition, she was part of the agency's brand integration team helping to develop the format and process for communicating retail initiatives to Mazda's dealers.

**About Doner**

Based in Southfield, Mich., Doner is an independent agency with offices in the United States and London, serving clients including Chrysler Group LLC, Amazon.com, The Coca-Cola Company, ADT, DuPont, The Coleman Company, Shell Lubricants, 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](http://www.doner.com).