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**EMMET JOINS DONER AS VP, BRAND LEADER**

*Brings Extensive Healthcare Marketing  
Experience to Cleveland Office*

**(Detroit)** – Caroline Emmet has joined Doner's Cleveland office as VP, brand leader. In this position, Emmet will utilize her extensive healthcare experience to lead the strategic development and daily operations for the agency's OhioHealth account. The announcement was made by Jennifer Deutsch, executive VP, general manager, Doner Cleveland.

“Caroline brings a tremendous amount of healthcare experience to Doner and understands intimately how hospitals operate,” said Deutsch. “Her wealth of industry knowledge, particularly in using emerging media channels in marketing efforts, mixed with a unique perspective from her agency experience will be a huge asset to this account.”

Emmet brings nearly 15 years of experience in the advertising and healthcare industries to Doner. Most recently, she served Cleveland Clinic, Cleveland, as marketing manager. In this role, she led the team that developed their social media strategy in addition to helping launch initiatives that made the medical center one of the first major hospitals to embrace social media. She also held the position of marketing communications manager at Cleveland Clinic, where she managed the development and placement of all consumer and business-to-business advertising for the brand and service line initiatives. In addition, Emmet brings a wide range of agency experience having held positions with Hitchcock, Fleming & Associates, Akron, Ohio, Brokaw Inc., Cleveland, Deutsch, New York, Draftfcb, New York and Hill, Holiday/Altschiller, New York.

Emmet is a graduate of St. Lawrence University, Canton, N.Y., with a bachelor of arts in history and women's studies. While there she participated in an East African cultural study abroad program at the University of Nairobi, Nairobi, Kenya.

**About Doner**

Based in Detroit, 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, Things Remembered, Shell Lubricants, AutoTrader.com, Cox Communications, The UPS Store, Wilson Tennis, Owens Corning, Chiquita and Sherwin-Williams. 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).