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DONER ENHANCES AGENCY CAPABILITIES
WITH TWO NEW EMPLOYEES
Digital and Account Planning Hires Bring
Fresh Perspective to Agency Strategic Approach

(Detroit) – As Doner continues to look for new ways to sharpen its creative, strategic planning and digital marketing resources, the agency has made two new hires. These hires include Matthew Casselton as executive VP, director of digital strategy, and Gary Gonya as senior VP, director of account planning.

“Matt and Gary each bring a unique strategic point of view and a strong understanding of the consumer,” said David DeMuth, co-CEO, president, Doner. “We look forward to drawing upon their experience and insight from working on world-class brands to apply a fresh perspective to our work.”

“There’s no doubt that Doner is a stronger, more digitally driven creative agency with the addition of Gary and Matt. I’m thrilled,” said Rob Strasberg, co-CEO, chief creative officer, Doner.

In the position of executive VP, director of digital strategy, Casselton will be a key member of the agency management team. He will focus on enhancing the agency’s digital resources and programs with an emphasis on the agency’s approach to social media and will play a significant role in the agency’s new business efforts.

Prior to Doner, Casselton served Team Detroit, Dearborn, Mich., as director, digital strategy. While there he led the strategic direction for the digital marketing of the Ford and Lincoln divisions, developing social strategies targeted at building support and brand consideration, and directing mobile marketing plans, consumer research and site application enhancements. Casselton brings over 10 years of digital strategy expertise to Doner and an extensive amount of experience in driving numerous successful new business initiatives. He has worked on a wide range of brands that span across several Fortune 500 companies in the financial, automotive,

manufacturing, home furnishing and enterprise software industries. Having spent nearly half of his career at Ford Motor Company, Dearborn, Mich., Casselton also brings a strong strategic background on the client side of the business.

Casselton received both a bachelor's degree in electrical engineering and a master's degree in business administration from The University of Michigan, Ann Arbor.

As senior VP, director of account planning, Gonya will be responsible for consumer & business insights along with creative inspiration for several of the agency's key accounts in addition to playing a role in new business development.

Gonya comes to Doner from Leo Burnett, Chicago, where he served as VP, planning director. He previously held strategy leadership roles at Deutsch LA, Los Angeles, Crispin Porter + Bogusky, Miami & Boulder, Colo., and Berlin Cameron, New York. Bringing 15 years of advertising experience to the agency, Gonya has led strategic planning efforts for leading brands such as Coca-Cola Classic, Sony PlayStation, Sprite, Nintendo, Miller High Life, BlackBerry, Volkswagen, method, American Express OPEN, and Hershey's. Gonya also helped launch the innovative Blender Magazine, the first computer-based interactive pop culture magazine.

Gonya received a bachelor's degree in fine arts from Amherst College, Amherst, Mass., and studied architecture at Yale University School of Architecture, New Haven, Conn.

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, 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.