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CONTACT: Andrea O'Donnell
248/827-8446
aodonnell@doner.com
<http://media.donerus.com>

DONER WELCOMES TWO NEW VICE PRESIDENTS

Additions Enhance Agency Capabilities

(Detroit) – Kimberly Bailiff and Wyatt Kazan have joined Doner as VP, strategic planning and VP, brand leader, respectively. In this role, Bailiff will be responsible for business analysis, brand positioning and creative strategy for several agency accounts. Kazan will draw upon his past account experience to lead the strategic development and daily operations for the agency's Cox account. The announcement was made by David DeMuth, co-CEO, president, Doner.

“Both Kimberly and Wyatt bring a strong understanding of today's consumer and appreciate the importance of our integrated marketing approach,” said DeMuth. “Their deep passion for the business and relevant experience make them a great fit for Doner.”

Bringing nearly 20 years of agency experience to Doner, Bailiff most recently worked at Team Detroit as VP, account planning director on the Ford Customer Service Division. While there, she guided marketing planning and development through strategic consultation to Ford customer service division brands and was an innovative team member in groundbreaking partnership initiatives with key media partners. Previously, Bailiff served Leo Burnett, Detroit, as a key strategist in developing and launching new vehicle campaigns for Cadillac.

Bailiff received a bachelor's degree in advertising and graphic design from Michigan State University, East Lansing, Mich., and holds a master's degree in integrated marketing communications from Northwestern University.

Kazan brings nearly 10 years of industry experience with an emphasis on digital marketing to his new role. He most recently served Goodby, Silverstein and Partners, Detroit, as an account director for the Chevrolet Digital Advertising and Chevrolet.com accounts where he headed up the client relationships on Lifestyle digital advertising and Chevrolet.com for trucks, crossovers and SUVs. In this position, he led key success events while also increasing Chevrolet's brand awareness in the digital space.

Kazan started his career at Doner in 2002 as a traffic coordinator for May Department Stores Company and Bush Brothers Beans. During his time with the agency, he worked his way up the ranks to the position of account manager.

Kazan holds a bachelor's degree from the University of Michigan, Ann Arbor, Mich., in organizational studies and a master's degree from DePaul University, Chicago, in marketing management.

About Doner

Based in Detroit, Doner is an independent agency with offices in the United States and London, serving clients including Chrysler Group LLC, Harman, The Coca-Cola Company, ADT, DuPont, The Coleman Company, Shell Lubricants, AutoTrader.com, Cox Communications, The UPS Store, Wilson Tennis, Choice Hotels International, 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.