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**DONER ADDS TWO VP, BRAND LEADERS**

*Hentemann & Ritenbaugh Join Agency,  
Enhancing Brand Leadership Team*

**(Detroit)** – Gretchen Hentemann and Jay Ritenbaugh have joined Doner as VP, brand leaders. Each will be responsible for maintaining daily operations and leading strategic development for their respective clients. Hentemann joins the Cleveland office as a member of the agency's Sherwin-Williams team. Ritenbaugh will serve as a regional brand leader for Perkins® Restaurant, working with specific Perkins locations in the southeastern region of the country to promote the brand. The announcement was made by David DeMuth, co-CEO, president, Doner.

“Gretchen and Jay's ability to successfully navigate their respective categories – and their knowledge in developing strategies to reach consumers at all touch points – are huge assets as we continuously look for new ways to enhance the brand position for our clients and encourage consumers to take action,” said DeMuth.

Hentemann most recently served Euro RSCG, Chicago, where she was an account director for Sears Holdings Corporation, overseeing the Shop Your Way Rewards loyalty program. She brings extensive digital experience to the agency, having developed various online brand experiences for several key clients in the retail and paint categories. Hentemann also served Ogilvy & Mather as part of the Global Retail Account Team for BP.

Hentemann holds a bachelor's degree in speech communication from Miami University, Oxford, Ohio.

Ritenbaugh joins Doner from JA Integrated Thinking, Plant City, Fla., where he held the role of senior account supervisor, team leader, managing several KFC advertising co-ops throughout the southeastern United States. His responsibilities included account management, budgeting, strategic planning and creative production management. During his tenure with the company, Ritenbaugh managed a KFC website promotion that won recognition from Pepsi for being the most effective single beverage promotion for the brand in 2006. Ritenbaugh has also supervised

other QSR accounts, including McDonald's, White Castle and Domino's, at various agencies throughout the course of his career.

Ritenbaugh holds a bachelor's degree in marketing communications from Robert Morris University, Pittsburgh, Pa.

### **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 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).