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DONER ADDS NEW VP, BRAND LEADER
TO CLEVELAND OFFICE

Addition Builds Upon Agency's Healthcare Marketing Expertise

(Detroit) – Doner welcomes Tim Coughlin as VP, brand leader, to the Cleveland office where he will utilize his healthcare marketing experience to lead the strategic development and manage the daily operations of the agency's recently added Geisinger Health System and Health Plan account. The announcement was made by Jennifer Deutsch, executive VP, general manager, Doner Cleveland.

“Tim brings a diverse background in branding, marketing and sales experience to the agency, making him an excellent fit for the work we do at Doner,” said Deutsch. “He understands the changing landscape of healthcare, which will be an asset as we focus on building awareness of the Geisinger brand.”

Coughlin most recently served as director of advertising and branding at the Cleveland Clinic. In this role, he oversaw the strategic development of global advertising and branding initiatives to raise awareness of the health system as a world class medical center and leading accountable care organization (ACO). While in this position, he led national and regional advertising initiatives, launched the institution's first social media engagement strategy and increased national brand awareness by 30 percent over his tenure. His responsibilities also included managing the in-house creative marketing services agency and shaping the external corporate brand identity to align with the mission and vision of the organization.

Coughlin spent the majority of his career working in large retailer marketing. Before assuming his role at Cleveland Clinic, he served MTD Products Inc, Cleveland, first as a national account manager, then director of marketing. In his role as director of marketing, he was responsible for all phases of marketing, advertising, public relations and consumer research for the company's brands which include Cub Cadet, Yard Machines, Troy-Bilt and Yard Man.

Coughlin graduated from University of Dayton, Dayton, Ohio, with a bachelor's degree in public relations.

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, Sherwin-Williams, 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.