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Accounts and People of Note in the Advertising Industry

By THE NEW YORK TIMES

Baha Mar, a resort in Nassau, Bahamas, that is scheduled to open in late 2014, chose SK&G, Las Vegas, as advertising agency of record, to handle assignments like brand strategy, creative and media services. Billings were not disclosed.

Larson Banilower joined Protagonist, New York, in a new post, client services director. He has worked for agencies that include Margeotes Fertitta & Partners, Ogilvy & Mather Worldwide and Sugartown Creative.

Shelly Bayne and Cheryl Grimley joined Crown Media Family Networks, Studio City, Calif., part of Crown Media Holdings. Ms. Bayne becomes director for advertising sales marketing in the New York office, succeeding Toni Haugh, who left to join Health Guru, New York, as director for sales marketing. Ms. Bayne had most recently been senior director for strategic marketing at Screenvision. Ms. Grimley becomes vice president of advertising sales for the Western region, based in Studio City, succeeding Derek Hess, who left to join Fuse as vice president for ad sales.

Lynn Brindell joined CNN Worldwide, Atlanta, as senior vice president for marketing. She assumes duties from Janet Rollé, executive vice president for marketing, who is now executive vice president and chief marketing officer. Ms. Brindell had most recently been a consultant to the Weather Channel. CNN Worldwide is part of the Turner Broadcasting System unit of Time Warner.

Jose Casteneda joined nuvoTV in a new post, director for East Coast ad sales. He had been an account executive at Fox Hispanic Media, part of the News Corporation.

Douglas Darfield joined Telemundo Media, in a new post, executive vice president for research and strategic insights, overseeing researchers in Hialeah, Fla., and New York. He had been senior vice president for multicultural measurement at Nielsen. Telemundo is part of the NBCUniversal division of the Comcast Corporation.

John Dimling joined C3 Metrics, New York, in a new post, as an adviser focusing on television development. He has held posts that include president and chief executive at Nielsen Media Research, chairman at NetRatings and interim chairman at Nielsen Entertainment.

Teri Everett joined Time Inc., New York, part of Time Warner, in a new post, executive vice president for corporate communications. She had most recently been senior vice president for corporate affairs and corporate communications at the News Corporation, New York.

GlobalHue is hiring and promoting executives in its New York office. Jorge Abascal joined in a new post, senior vice president and creative director; he has worked for agencies like CCA and MRM Worldwide. Matt Lee joined as senior vice president for business development, succeeding Carl Izzi, who left, the agency said, to pursue other opportunities; Mr. Lee has worked at agencies like MRM Worldwide and TBWA/Chiat/Day. Also, Vida Cornelious senior vice president and executive creative director, was promoted to a new post, chief creative officer, and Michael Jacobs, executive vice president and executive creative director, was promoted to a new post, chief digital officer.

Michael Hirshoren joined Grab Media, New York, in a new post, senior vice president for sales and strategy. He had most recently been vice president for sales at Rhythm NewMedia.

T. Howard Foundation, Silver Spring, Md., named the recipients of its 19th annual Diversity Awards, to be presented in New

York on March 28. Bridget Baker, president for TV networks distribution at NBCUniversal, part of Comcast, will receive the Champion Award. César Conde, president for the Univision Networks unit of Univision Communications, will receive the Executive Leadership Award. And ESPN, part of the Walt Disney Company, will receive the Corporate Leadership Award, which will be accepted by George Bodenheimer, executive chairman at ESPN.

Dave Kersey joined MeringCarson, Sacramento, as media director, succeeding John Mergen, who left to join the San Francisco office of MPG, part of the Havas Media unit of Havas, as vice president and director for media. Mr. Kersey had most recently been associate connections director at Cole & Weber United, Seattle, part of the United unit of WPP.

Peter Kosmala joined the Washington office of the Four A's as senior vice president for government relations, assuming the duties of two senior vice presidents, Linda Dove and Adonis Hoffman, who, the association said, retired. Mr. Kosmala had most recently been managing director at the Digital Advertising Alliance.

La Comunidad, Miami, hired three digital creative employees. They are: Munia Bilbao, interactive copywriter; Eduardo De La Herran, interactive creative director; and Jaime Leis, interactive art director.

Rick Landsman, joined the New York office of XplusOne in a new post, senior vice president for engineering. He had been vice president for product technology at Velti.

James Lou joined Euro RSCG Worldwide, part of the Havas Worldwide unit of Havas, in a new post. He becomes executive vice president and chief strategy officer at Euro RSCG Chicago as well as co-chief strategy officer at Euro RSCG North America. Mr. Lou had been managing director for strategy at the Chicago office of DDB Worldwide, part of the Omnicom Group.

Eileen McCarthy joined Cooking Light magazine and MyRecipes, New York, part of the Time Inc. unit of Time Warner, in a new post, executive director for brand insights. She had most recently been executive director for marketing and strategic planning at Bon Appétit magazine, New York, part of the Condé Nast Publications division of Advance Publications.

Mary Murcko joined the New York office of the Gannett Company in a new post, president for sales, overseeing USA Today, Gannett Digital and U.S. Community Publishing's national sales. She had most recently been executive vice president and group publisher at the New York office of Rodale. In November, three vice presidents for advertising sales at USA Today — Lori Erdos, Tony Hill and Chris Wilcox — left the company.

Peter Naylor, vice chairman of the Interactive Advertising Bureau, New York, was named chairman, succeeding Bob Carrigan. Mr. Naylor is executive vice president for digital media sales at the NBCUniversal unit of Comcast and Mr. Carrigan is chief executive at IDG Communications.

At the 2012 New York Addy Awards, presented by the Advertising Club of New York, BBDO New York won best of show in all three categories: print, for a campaign for Armstrong World Industries; Internet, for an integrated campaign for AT&T; and television, for a campaign for HBO. In all, BBDO New York led with 56 gold and silver awards, followed by Publicis New York, part of the Publicis Worldwide unit of the Publicis Groupe, with 17, and DeVito/Verdi, with nine.

Shirin Peykar joined Univision Communication, New York, in a new role, vice president for direct response, responsible for building and overseeing the direct response operation. Ms. Peykar had been director for ad sales, overseeing direct response ad sales for channels like Nickelodeon and Nicktoons, at the MTV Networks unit of Viacom, New York.

Linda Powledge joined MaxMedia, Atlanta, as vice president for business development, succeeding Susan Shipy, who joined the animation, young adults and children media creative group at the Turner Broadcasting System unit of Time Warner as vice president for production. Ms. Powledge had most recently been director for business development at Bark Bark, Atlanta.

Frank Sampogna joined the Canopy Brand Group, New York, in a new post, chairman, joining his son, Marc Sampogna, at the agency; Marc, managing director, founded Canopy in 2008. Frank had most recently been the president of the New York

office of Kelliher Samets Volk.

Upstate Niagara Cooperative, Buffalo, renewed its contract with Cenergy, East Aurora, N.Y., as agency of record for the dairy cooperative. Billings were not disclosed.

Troy Walker joined Brokaw, Cleveland, to lead the agency's new retail marketing unit and be business development director. He had been executive vice president at Malone Advertising, Akron, Ohio, part of the JWT unit of WPP.