

OTHER MOVES

COMPANIES

Promotions: Bonnier, New York, promoted *Savueur* magazine's **KRISTIN COHEN** to assoc publisher-marketing... Hotelier Accor North America, based in Dallas, promoted **JEFFREY PALMER** to evp-sales and marketing.

Coming/going: **ANDREW L. BLACKER** joined cinema ad firm Screenvision, New York, as svp-marketing & research. He was at Discovery Communications... Yum! Brands, Louisville, Ky., appointed **MICKY PANT** as president of global branding, a newly created position. Pant also retains his post as CMO for Yum! Brands' Dallas-based international division, Yum! Restaurants International. In his new role, Pant will be responsible for leading and establishing a singular global brand positioning and identity for KFC, Pizza Hut and ultimately for all of the company's brands around the world. Pant has served as global chief concept officer for Yum! Brands, CMO for YRI and president for Taco Bell International for nearly four years.

AGENCIES

Promotions: Interbrand, New York, appointed **CASIDY MORGAN** as exec dir-strategy and analytics... At GolinHarris Public Affairs, Washington: **MATT BENNETT** and **MIKE SCHMIDT** to vp... LPK, Cincinnati, named **NATHAN HENDRICKS** as CCO, **MIKE PROCTOR** as brand dir and **GEOFF REICHEL** as design dir... Brunner in Pittsburgh upped **JEFF MAGGS** from svp/dir-acct mngmnt to chief client officer.

Coming/going: Walker Marketing, Concord, N.C., added **LYNN GRAYSON** as sr pr acct mgr. She was at *All for Seniors* magazine... Fry Hammond Barr, Tampa, Fla., named **JESSICA VINCENT** as acct exec. She was at Bayshore Solutions... New to Zimmerman Advertising, Fort Lauderdale, Fla.; **MICHELLE ORF**, natl mgr of Inter-

net and social media marketing. She was at KB Homes; **DAVE GIBBONS**, grp media dir, from MediaCom, Mindshare Worldwide and Bates USA; **BETH ROPER**, sr acct planner-Hispanic mktg, from Vidal Partnership; **LEE GONZALEZ**, creative dir-retail, from Cramer Krasselt; **KAMO ATANASSOV**, sr art dir, from Marc USA; **LEAH KNEPPER**, pr mgr, from Delray Beach Downtown Marketing Cooperative and HomeBanc Mortgage Corp... Mintz & Hoke Communications Group, Avon, Conn., hired **KATHLEEN MORELLI** as acct coord, handling Cigna Healthcare, Mohegan Sun and Turning Stone Resort & Casino. She was at the Connecticut Science Center... XG-ad, St. Louis, hired **MIKE IVESTER** as vp/dir-accts. He was at Anheuser-Busch... Direct marketing specialist Targetbase has opened a San Francisco office. **CHRIS SEALY**, svp-client svcs, is based in the office... Engauge in Atlanta added **CHAD ISRAEL** as dir-social mktg. He's worked at MBK Records... **JOSH MENDELSON** rejoined Chadwick Martin Bailey, Boston, as vp-mktg following a two-year stint at Invoke Solutions... **ROB WILLEY** joined CreativeFeed, San Francisco, as dir. He was at Fishtank Brand Advertising.

ACCOUNTS, ETC.

Resound Marketing, Princeton, N.J., named lead agency for **ENVI REUSABLE BAGS**, a division of Syfel. Envi is based St. Laurent, Quebec, and New York... Gourmet coffeehouse operator **CARIBOU COFFEE** tapped Colles-McVoy as lead agency. Both client and agency are based in Minneapolis. C+M will share in the brand strategy and planning, as well as manage the day-to-day execution of all marketing campaigns, including brand identity, package design, interactive, advertising and promotions. The scope includes consumer marketing via all channels (trade, retail and

online). Program budgets have not been finalized... **The ILLINOIS LOTTERY** awarded Energy BBDO, Chicago, its \$105 million general market advertising contract... **FATHEAD** in Livonia, Mich., hired Cenergy, East Aurora, N.Y., on a project basis to provide services including retail promotions/partnerships, event marketing and interactive applications for the launch of Fathead Tradeables to MLB baseball clubs this season. Budget is undisclosed. Fathead is no longer working with its previous ad agency, Wieden + Kennedy, N.Y. Fathead Tradeables are 5" x 7" action images of fan-favorite players and their team logo, and will be an officially licensed product of Major League Baseball beginning in 2009... Tilson Communications, Boca Raton, Fla., selected by **UPROMISE**, a private source of college funding contributions in America, to develop, execute and promote the company's Tuition Tales program, a contest, in which future, current, and graduated college students create a 30-second video on why they deserve money for college for a chance to win \$10,000 for higher education expenses. Tilson will implement a national integrated campaign to assist in creating awareness, exposure and engagement for the program through strategic communications, grassroots tactics and media relations... **WATER PIK** selected GolinHarris, Los Angeles, to handle consumer communications and media relations for its oral health business... **U.S. ENERGY SERVICES** tapped Tunheim Partners to handle PR. Both client/agency are based in Minneapolis... **ATI PETROLEUM** has engaged Mulberry Marketing Communications, San Francisco, for PR, investor relations and general marketing campaign in North America, Europe, and Asia... Fallon, Minneapolis, has been added to **NESTLÉ BEVERAGES'** agency roster in a new products capacity.

