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North America

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WASHINGTON, DC—Ogilvy Public Relations has promoted Rachel Caggiano, senior vice president of Social@Ogilvy, to executive vice president, North America head of content. Caggiano will direct the expansion of Ogilvy PR's work in content marketing across paid, owned, and earned media. Caggiano joined Ogilvy PR in 2007, after serving as an online journalist at National Journal and working at Mindshare Interactive Campaigns.



BOSTON—Brodeur Partners has hired Keith Lindenburg as executive vice president and general manager of the New York office. Lindenburg will report to chief executive officer Andrea Coville and will be responsible for advising clients, developing new business, recruiting talent and marketing the office. Lindenburg worked for Brodeur from 1993 to 1999 as the global account manager for IBM. He was most recently New York technology group head at Edelman and before that as managing director of public relations and reputation at Deloitte.

NEW YORK—Katie Huang Shin has joined Porter Novelli as executive vice president, deputy client relationship leader on the agency's HP business. She will drive strategy and operations, reporting to Darlan Monterisi, executive vice president, managing director of Porter Novelli New York. She will also be responsible for working to grow the agency's global technology practice worldwide. She joined Porter Novelli from FleishmanHillard, where she was senior vice president and senior partner, deputy managing director for the firm's global technology sector.

ATLANTA and DALLAS—Michele Anderson has been named director of Ketchum Atlanta, and Jamey Peters has been appointed director of Ketchum Dallas. Anderson joined Ketchum South in 2011 from her previous position leading Ketchum's South African affiliate, Magna Carta. Peters joined Ketchum in Atlanta nine years ago as a corporate media specialist and moved to Dallas four years ago. In addition, Hilary Hanson McKean (pictured) has been named managing director, global practices, and assumes oversight of Ketchum's Atlanta, Dallas and Toronto offices.

WASHINGTON, DC—FleishmanHillard has appointed Richard Sorian as senior vice president and partner to lead the healthcare division in Washington, DC. Sorian joins from the District of Columbia's Health Benefit Exchange Authority, where he was director of communications, education and outreach. Earlier, he was assistant secretary for public affairs at the US Department of Health and Human Services, acting as chief adviser to the secretary on major communications strategies, and a senior advisor to HHS secretary Donna Shalala during the Clinton administration.

WASHINGTON, DC—EnviroNics Communications is launching a water sector communication practice in partnership with water communication expert Donna Vincent Roa. The new practice will be part of EnviroNics' existing sustainability and clean energy practice. Roa previously served as the public affairs director and director of science communication in the US Environmental Protection Agency's Office of Research and Development. She also worked at the World Bank Water & Sanitation Program. She consults to the United Nations and World Bank, as well as to nonprofits, for-profit organizations and water technology companies.

WASHINGTON, DC—JPA Health Communications has hired Jeff Goldfarb as a vice president in its Washington, DC, office. Prior to joining JPA, Goldfarb served as vice president and senior strategist at Matthews Media Group, where he worked with pharmaceutical, biotech, and medical device companies as well as the National Institutes of Health. He also managed public health communications programs for the Food & Drug Administration and National Cancer Institute.

SAN FRANCISCO—Landis Communications has added Douglas Myers as senior director, reporting directly to president and CEO David Landis and managing accounts and staffing for California Academy of Sciences, California Bank & Trust, City CarShare, Merlin Entertainments Group and Troon Pacific. He has previously built and managed his own consulting business in Los Angeles, where he developed communication and branding initiatives for clients including Deloitte, LAN Airlines and Union Bank.

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