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January 10, 2008

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ON THE MOVE



Freeman Phillips Is Promoted Gets CMO Role

January 09, 2008

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 Turner

Animation's Young Adults and Kids Media division has named Brenda Freeman chief marketing officer at its Atlanta office. The move puts Freeman in charge of marketing the Cartoon Network, Adult Swim and Boomerang channels, as well as the associated online and digital enterprises such as GameTap and Super Deluxe. In the newly created position, she reports to Stuart Snyder, COO, evp. Freeman was previously svp of integrated marketing and promotions for Nickelodeon and the MTVN Kids and Family Group. Prior to that, she was vp of consumer marketing at VH1, where she incorporated promotional partners including American Airlines, Starbucks, Swatch, the NBA and the NFL.



Nicole Phillips has become director of brand integration at Adamson Advertising in St. Louis. Phillips will manage an eight-person brand integration team, working across all disciplines. She joined the agency as an account supervisor in 2006, working on Shoe Carnival. Previously, Phillips was an account supervisor at the St. Louis office of Arnold, where she worked on Jack Daniels.

Anderson at Cole & Weber

January 09, 2008



WPP Group's Cole & Weber United has appointed Pete Anderson director of integrated production. Anderson will oversee print, broadcast, nontraditional and digital media efforts. He came to the Seattle shop from Publicis in the West, where he was vp, director of production services during its transition from a traditional print to integrated studio. Before that, he was at Interpublic Group's McCann Erickson, also in Seattle.

Fallon Promotes Trio

December 28, 2007



Publicis Groupe's Fallon has appointed Amy Sheil director of media. Sheil, who previously worked at BBDO and Cramer-Krasselt, has been at the Minneapolis agency since 2004. She most recently worked on media strategy for the Johnson Controls and NBC Universal accounts. Fallon also elevated Adam Chorney to director of connection planning. Chorney joined Fallon in 2005 from Media



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Kitchen. At Fallon, he had been lead strategic planner on NBC Universal and Equinox Fitness. John King, one of the founders of the connection planning discipline at Fallon in 1999, will assume the newly created post of brand innovation leader.

Vice President, Consumer Research & Insights: MTV Tr3s
New York, NY
MTV Networks

Sr. Marketing Manager - Core Business
Plymouth, WI 53073
Sargento Foods Inc.

Business Development Manager
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SEARCH JOBS

Shafer Moves Up

December 28, 2007



FilmCore has promoted assistant editor Sean Shafer to editor at its Santa Monica, Calif., location. Having joined the post-production house in 2005, he has worked on a number of spots as an editor, including Red Bull for Kastner & Partners, Geico for The Martin

Agency and T-Mobile for Publicis in the West. A former still photographer, Shafer started at Mad River Post and worked as a freelancer and assistant editor at Rock Paper Scissors and Crew Cuts, among others.

New SVP at TTD

December 28, 2007



Paul Leinberger has joined independent Thomas Taber & Drazen in Denver as svp of strategic planning, to work alongside managing partner and director of strategic planning Bob Taber. Leinberger spent the last 10 years at GfK NOP World, most

recently as svp, global director, overseeing *Roper Reports* and *Roper Reports Worldwide*. He is a former corporate manager of market strategy and research for Nissan North America. Clients at TTD include Clarity Media Group, Park City Mountain Resort, Great-West Healthcare and Wow! Internet Cable and Phone.

IndustryEvents

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