



# Promotions/Appointments

MediaDailyNews SECTION THREE

## People on the Move

Who's doing what where in advertising media

Tuesday, Dec 11, 2008

### Headliners This Week

Cole & Weber United promoted **BRITT PETERSON** to partner. Prior to Cole & Weber United, Peterson was the director of development and innovation for Publicis West.

MediaDailyNews SECTION THREE

## People on the Move

Who's doing what where in advertising media

Tuesday, Jan 8, 2008

### Headliners This Week

**PETE ANDERSON** was named director of integrated production for Cole & Weber United. He previously served as vice president, director of production services at Publicis West.

MediaDailyNews SECTION THREE

## People on the Move

Who's doing what where in advertising media

Tuesday, Jul 1, 2008

### Headliners This Week

Cole & Weber United promoted media director **BRIAN HADLEY** and director of Innovation & technology **DOUG OLSEN** to partners.



### Execs & Accounts: WPP's Cole & Weber, Placecast, Tribal Fusion, Heavy

By Enid Burns, ClickZ, Dec 3, 2008

**WPP's Cole & Weber appointed a new agency partner.**

Britt Peterson was named partner of the 77 year old agency; she will be part of the agency's central leadership team and will be one of the agency's eight partners. Peterson joined Cole & Weber in 2007 and has since brought in new business such as Jones Soda, Washington's Lottery, the International Olympic Committee, and Target. She previously worked at Fallon & Duffy Design.

*Fred Aun contributed.*

# The New York Times

## Media & Advertising

December 8, 2008  
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### People and Accounts of Note

By THE NEW YORK TIMES

Britt Peterson, director for new business development at Cole & Weber, Seattle, was promoted to partner and will continue to lead new-business efforts. The agency is part of the United unit of the WPP Group.


# ADWEEK

## Regional News

### ON THE MOVE

#### Anderson at Cole & Weber

January 10, 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.

