



DOE - ANDERSON

FACT SHEET

Key Facts:

- Located in Louisville, Kentucky
- Independent agency
- 5th oldest continuously operating agency in the United States
- 73 employees
- 2009 billings: \$70 million
- Client size ranges from \$500M to \$25MM

Management Team:

- Todd Spencer, President & CEO
- Perry Baldwin, EVP – Chief Operating Officer
- Tom Mudd, EVP – Chief Financial Officer
- Michael Littman, Sr. VP – Chief Marketing Officer
- Scott Boswell, Sr. VP – Chief Creative Officer
- Crystal Peterson, Sr. VP – Chief People Officer
- Stephanie Massler, Sr. VP – Director of Media
- Dan Burgess, Sr. VP – Director of Public Relations
- Ray Radford, Sr. VP – Director of Retail Marketing
- Joe Pierce, Sr. VP – Chief Digital Officer

Agency Services:

- Advertising (Media and Creative)
- Public Relations
- Public Affairs
- Channel Marketing – Retail and Promotions
- Customer Relationship Management
- Direct Marketing
- Packaging Design
- Interactive
- Social Media
- Event Marketing
- Point-of-sale
- Point-of-use

Brand Roster:

(case studies available upon request)

- Beam Global Spirits & Wine (Maker's Mark, Knob Creek, Basil Hayden's, (ri)¹ Whiskey, VOX Vodka and Laphroaig)
- Köhler
- Central Bank
- Humana
- Sun Tan City
- Skier's Choice (Supra Ski Boats, Moomba Ski Boats)
- Daytona Beach Convention & Visitors Bureau
- Independence Bank
- Kentucky Derby Museum
- Louisville Slugger
- The Healing Place
- Johnson Controls (OPTIMA Batteries)

