

622 Third Avenue
New York, N.Y. 10017

P > (212) 865-6230
E > info@mrmworldwide.com

> mrmworldwide.com



Contacts:

Erin Hughes

MRM

P > (646) 865-3308

E > erin.hughes@mrmworldwide.com

Meaghan Jones

Weber Shandwick

P > (212) 445-8398

E > mjones3@webershandwick.com

MRM Princeton Positions for Social Innovation and Pharma Leadership

VP, Strategy & Business Development Gretchen Ramsey; Interaction Lead Ben Playford and Project Manager Erin Anderson Join the Ranks

Princeton, NJ December 1, 2011 – MRM, top-five global digital and direct agency, welcomes two new hires and a transfer from MRM Toronto to the Princeton team – a testament to the agency’s growth and transformation. MRM Princeton hires Gretchen Ramsey as VP, Strategy & Business Development; Ben Playford as Interaction Lead and Erin Anderson as Project Manager.

Gretchen joins MRM from G2 where she held the positions of Director, Social Media and Account Director, Healthcare. Gretchen possesses a unique combination of social innovation, PR and new business prowess. She authored social media strategy, playbooks and policies for The J.M. Smucker Company, Merck, Eli Lilly and Hertz, as well as other notable clients. With her experience in social innovations in pharma, and enterprise social strategies for CPG, Gretchen is a great addition to MRM Princeton’s roster.

Ben transferred from MRM Toronto in August, where he was the Group Creative Director on all GM brand work. In his current role as Interaction Lead Ben supports Princeton Creative leadership Richard Eber and Ben Weisman in interaction design, user experience and creative innovation. Since joining Princeton Ben has driven digital innovations for Applebee’s, as well as support in MRM re-branding efforts. Ben started at MRM in Toronto in 2008 as and has worked with brands from GM to Xbox to Kraft, Coca-Cola, Capital One, Nestle and eBay, to name a few.

Another great addition, Erin Anderson joins MRM from Digitas Health where she honed her pharma PM skills. Erin is passionate for process and rigorous around delivery. She has driven a broad spectrum of program management

622 Third Avenue
New York, N.Y. 10017



P > (212) 865-6230
E > info@mrmworldwide.com

> mrmworldwide.com

for Novo Nordisk and their brands including Novolog, FlexPen, Novoseven, Levemir and others.

“As MRM continues to drive innovation at the intersection of creativity and technology, the Princeton office is at the forefront of modern marketing across industries including pharma DTC, CRM 3.0, social policy and creativity,” said Marcy Q. Samet, EVP, Managing Director, MRM Princeton. “These new additions to our team even further our depth and breadth in these core areas, and I am looking forward to seeing even more great work as we prepare for 2012.”

MRM Princeton continues to prove success and innovation with clients from ORENCIA and Applebee’s to their global responsibility for ETS. They have launched three pharmaceutical Facebook pages in the last year, including a flagship execution for Lunesta, developed a strategic digital campaign for Applebee’s and created the TOEFL Go Anywhere Campaign for ETS – through a linked digital array of assets including a Web site, banners and paid search, eCRM program, Facebook page, mobile site and blog. Poised to continue growth and success – Princeton’s additions of Gretchen, Ben and Erin are a sure sign of MRM’s advancement.

About MRM

MRM is a top-five global digital and direct agency made up of a diverse collection of craftspeople focused on creativity, performance and technology. MRM offers a suite of capabilities including branding, strategy, relationship marketing, design, measurement & analytics, mobile, search, social, loyalty programs, platform & application development, system integration, engagement planning, asset production, & asset distribution. The agency has 34 offices in 25 countries and counts Bristol-Myers Squibb, General Mills, General Motors, Intel, Johnson & Johnson, Kraft, Nestlé, U.S. ARMY, Verizon and Wells Fargo among its clients. MRM is a part of McCann Worldgroup, an Interpublic company. For more information, please visit www.mrmworldwide.com.