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## **MRM Appoints Sue R. E. Geramian Senior Vice President, Global Brand Communications**

New York, NY January 12, 2012 – MRM, top-five global digital and direct agency, announced the appointment of Sue R.E. Geramian to the newly created position of Senior Vice President, Global Brand Communications. An expert communications executive with a balance of agency, corporate and media experience, Geramian joins as part of MRM’s Global Senior Management Team. Effective as of January 9<sup>th</sup>, Sue is based in New York and will report to CEO, Bill Kolb.

“Sue’s deep expertise, creativity and leadership skills will further strengthen and support our vision to combine creativity and technology in ways that transform our clients’ businesses,” said Kolb. “As our “global brand steward”, she will be responsible for managing communications worldwide, from key account communications to internal communications to driving effective strategies that make MRM a great place to work. In the dynamic world we live in where ideas power everything, Sue’s experience and insight will be critical as we lead MRM into the future, working together in the relentless pursuit of marketing and results. We are delighted to have her join our award-winning team”

“It is thrilling to join MRM at such a dynamic and exciting time for the agency. To be part of a group of people who are incredibly creative and passionate about what they do is inspiring,” stated Geramian.

Most recently, Geramian was the SVP, Chief Communications Officer for the Direct Marketing Association, where she was also a member of that organization’s senior management team. While at DMA, she was responsible for all public relations activities, member communications, media relations with regard to Government Affairs, Consumer Affairs, and Corporate & Social Responsibility programs, as well as for the DMA’s Nonprofit Federation (DMANF) and the Direct Marketing Educational Foundation (DMEF).

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Geramian created DMA's digital publication *Point* and chaired staff education programs. Prior to that she was SVP, corporate communications for Bertelsmann's Bookspan and VP, corporate communications of their US magazine division, Gruner + Jahr USA. She also held senior positions at the global public relations firm Burson-Marsteller; brand identity consultancy Lister Butler; and the highly respected industry trade publication, *Advertising Age*. She serves as co-chair of Advertising Women of New York's public relations committee; has lectured at Columbia University and NYU; and is a "Working Mother of the Year" awarded by AWNY and *Working Mother* magazine.

#### ***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](http://www.mrmworldwide.com).