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## BALDWIN& TAPS BODRIE FOR "SUPERCONDUCTOR"



Durham, North Carolina's Baldwin& is bringing on Jerry Bodrie from GSD&M Austin. Bodrie's title will apparently be "superconductor," which is supposed to be a clever neologism for "top executive on the account side." (By "neologism" I don't mean Merriam Webster's first definition, "a new word, usage, or expression." I mean the second definition, "a meaningless word coined by a psychotic.") Titles at Baldwin& are self-assigned, which explains a lot. For instance, the guy in charge, David+ Baldwin&, calls himself "Lead Guitar," which is too precious to be clever. Bodrie takes over from Erin Bredemann, who will now focus on digital strategy. Bodrie, 41, was an account director at GSD&M Austin on BMW. Baldwin& is a recently established creative practice in Durham, North Carolina, specializing in advertising, design, and brand content.

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