

## GLOBAL HUE ANNOUNCES STRATEGIC REALIGNMENT OF LEADERSHIP TEAM



GlobalHue, the nation's largest multicultural advertising agency, today announced a strategic realignment of its leadership team. Don Coleman, founder and CEO, will assume the role of General Manager at both the New York and Southfield, Michigan, offices. In today's press release at PR Newswire, Coleman was quoted as saying: "Our top goal is always to organize the company in a way that will allow us to provide exceptional services to our clients. As a result of one of our periodic assessments on how we can constantly improve on exceeding client expectations, the Innovation team at GlobalHue recommended a change to the agency's organizational structure. I believe with these changes GlobalHue will be even better positioned to anticipate and respond to client needs."

Additionally, Maria Lopez-Knowles, formerly Executive Vice President, Digital Strategy at GlobalHue, has assumed the position of Executive Vice President, Client Services. In her new role, Lopez-Knowles will build, manage and lead account teams based in New York for clients in the retail, automotive, consumer goods, tourism and public sectors.

Detavio Samuels has assumed the position of Executive Vice President, Client Services. He will be responsible for all account services in the Southfield office, covering retail, automotive, gaming, public sector and consumer goods.

Brian Williams has been appointed Executive Vice President, Executive Director of Engagement for the agency, and Michael Jacobs will assume the role of Executive Vice President, Executive Creative Director for accounts led out of the New York office.

Rob Fitzgerald has been promoted to the position of Executive Vice President, Executive Media Officer. In this role, he will oversee all of GlobalHue's media operations and be responsible for further developing the contextual planning capabilities within the agency.

Allen Pugh, GlobalHue Vice Chairman, will be the new CEO of GlobalHue's eight sister companies, which cover a range of disciplines tied to advertising: public relations, broadcast and print production, media planning and buying, marketing and translations.

GlobalHue is a full-service marketing communications agency with total market and cultural expertise. The agency handles total market for Jeep, MGM Grand Detroit and the Bermuda Department of Tourism, and for decades has been acknowledged for its multicultural expertise. The agency has more than 280 employees who handle full-service marketing, advertising, media planning and buying, digital, events and promotions, and public relations for many clients, including Walmart, Chrysler Group LLC and Verizon.