

## BANKER & BRISEBOIS NAMES NEW MARKETING DIRECTOR



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Banker & Brisebois Advertising named Susan Waterhead director of marketing. In the role, Waterhead will be responsible for leading the agency's comprehensive marketing strategy and new business development efforts to expand in the retail arena. She will also serve in a brand management capacity working with B&B's home furnishings manufacturers' accounts. Weatherhead has nearly 20 years experience in sales, integrated marketing, public relations and communications management. Among her notable regional and national account acquisitions are Pepsi-Cola, Pier 1 Imports and Border Books. Weatherhead most recently served as senior vice president, new business director at Campbell-Ewald Advertising. B&B Chairman Harry Gilmore commented on the move in a press release. "With the economy in the state it is today and the continued challenges facing retailers down the road, Susan's pioneering approach and marketing expertise will be a tremendous asset to us and the many independent furniture dealers who depend on B&B for advertising ideas and execution." Banker & Brisebois Advertising is an integrated marketing and communications agency specializing in providing creative retail advertising solutions to the furniture industry since 1912.

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