



Constant... new CEO

## Gavin Anderson in top brass shuffle

By Craig McGuire

**NEW YORK:** Gavin Anderson took a big step towards streamlining its upper hierarchy last week, promoting Richard Constant to CEO.

The move highlighted a senior management shuffle that saw founder Gavin Anderson relinquish the CEO reins (he will remain with the firm as chairman), North American chief Robert Mead move up to president and CFO Eugene Golembeski shift to COO.

Constant said the early days of his tenure will involve more evolution than revolution, as the financial and corporate PR giant will continue on its present course. By next year, however, the firm's 10-office network throughout North America, Europe and the Asia-Pacific region will be grown to include posts in DC, Brussels, São Paulo, Johannesburg and the United Arab Emirates.



Big bill... sources placed it at \$1m

## AFLAC names GCI agency of record

By Craig McGuire

**NEW YORK:** AFLAC has made its long-awaited choice of an agency of record, tapping GCI Group for a campaign that will attempt to build on the success of its duck-centric ad effort.

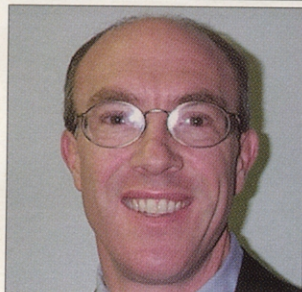
Though officials at both AFLAC and GCI declined to discuss numbers, a source close to the deal said the account was worth close to \$1 million annually. The source added that GCI bested BSMG and Fleishman-Hillard for the business. AFLAC president and CEO Daniel Amos said GCI was the most well-rounded of the agencies considered.

AFLAC previously worked with Cohn & Wolfe's Atlanta outpost, though the firm was never formally given the agency-of-record designation. The company refused to identify other firms that it has used on a project basis.

Insuring more than 40 million people worldwide, AFLAC has charged GCI with raising its profile. Kaplan Thaler Group, a NY-based ad agency, was brought in by the company last year and developed the AFLAC quacking-duck TV ads, which debuted this May. Bob Pearson, president of GCI/North America, said his team will work closely with Kaplan as well as Atlanta's Fitzgerald & Co., which handles all of AFLAC's print advertising.

A 10-strong GCI team will lead the account from NY with support from the firm's Atlanta office and GCI BoxenbaumGrates.

3WEEK



Danes... ex-Shandwick SVP

## CDB unveils new financial PR arm

By Craig McGuire

**NEW YORK:** Creamer Dickson Basford (CDB) has added financial and investor relations to its slate of offerings and tapped former Shandwick corporate and financial relations SVP Mark Danes to lead it.

The practice will offer shareholder-relations services and executive media training, as well as pre- and post-IPO support.

Given the difficulty of growing an effective IR practice from the ground up, one possible scenario has CDB buying rather than building financial expertise. "It is likely we will acquire or partner with another IR practice, but I don't know when that will happen," said Danes.



Imperato... healthcare ace

## Imperato to helm C&W's healthcare

By Craig McGuire

**NEW YORK:** Cohn & Wolfe has rewarded one of its best-regarded staffers, healthcare ace Donna Imperato, by bumping her up to the newly created post of president of its North American healthcare business.

In the new role, Imperato will be responsible for expanding the \$10 million division in the US as well as helping to grow the practice's global business, valued at around \$5 million. Just three years ago, the agency was doing only \$2.5 million in healthcare.

Imperato has also been charged with looking into potential acquisitions, according to Steve Aiello, C&W president and CEO.

## Citigate bolsters IR service with CIC

By Craig McGuire

**NEW YORK:** Buying rather than building itself a larger US presence, Citigate Dewe Rogerson (CDR) has acquired the stockwatch and shareholder intelligence division of Corporate Investor Communications (CIC). The CIC unit provides ownership identification and analysis for public companies.

"The additions - stockwatch in particular - will significantly strengthen our range of US investor relations services," said CDR director Chris Taylor. Taylor and Paul Herbert, former SVP of CIC, will jointly helm CDR's shareholder intelligence division. The deal adds some 100 US-based clients to the group, nearly doubling its client base.

Meanwhile, Taylor said CDR also had its eyes on CIC's technology, considered among the best in the financial sector.



Greece... 'seasoned' New Yorker

## PSB energizes NY office with Greece

By Craig McGuire

**NEW YORK:** Hoping to energize its 37-year-old Big Apple outpost, Padilla Speer Beardsley has lured Michael Greece away from G.S. Schwartz & Co. to serve as VP and managing director of the firm's NYC office.

"New York is not only a bull market for PR, but the epicenter for communications," Greece said. "Bringing in someone like myself, with New York seasoning, shows that we are serious about reaching out to this market." He replaces Kerri Safian, who joined Merrill Lynch as a VP and senior speechwriter.

Hired in 1986, Greece spent his last five years at G.S. Schwartz as an EVP, managing the agency's business-to-business and corporate practices as well as human resources. Playing to what he believes to be his strengths, Greece plans to focus PSB's New York operation on business-to-business and dot-com clients.

"We want to tie into the businesses that are emanating from the new economy," he explained.

While PSB's Minneapolis stronghold is one of the Midwest's most highly regarded operations, the agency has quietly maintained an independently operated NY office since 1963. The firm's clients include American Express Financial Advisors, Commerce Bank, GE Power Systems and Anheuser-Busch.