



DIGITAL MARKETING LEADER RESOURCE INTERACTIVE NAMES KELLY  
MOONEY  
CHIEF EXECUTIVE OFFICER

*Founder Nancy Kramer to become Chairman and Chief Culture Officer*

**Columbus, OH—December 3, 2010**—Just weeks after celebrating its 29<sup>th</sup> birthday, leading digital marketing agency Resource Interactive announced that it has named Kelly Mooney Chief Executive Officer. A designer by trade, Mooney joined Resource in 1995 as the company’s first strategist and added the title of President in 2001. She succeeds Founder Nancy Kramer, who will become Chairman and Chief Culture Officer. The transition to the new roles will become effective January 1, 2011. This announcement coincides with the promotion of three additional leaders to the agency’s Executive Leadership Team.

“A responsible leader thoughtfully plans for the future by hiring the very best talent, giving them every opportunity to contribute and grow, and then at the right moment, invites them to step into even bigger roles and more responsibility,” said Kramer. “At a time when our growth rate is 30% year-over-year and our future looks bright, this is the ideal time for this transition – for Resource and for me. In her 15 years with Resource and as my business partner for the last seven, Kelly Mooney has demonstrated that she is exactly the right person to lead us through our next era of growth and transformation.”

As President and Chief Experience Officer, Mooney oversaw the agency’s portfolio of Fortune 500 clients totaling more than \$50 million in revenue. An influential and widely quoted business leader, she is an expert and champion of consumer insight in designing innovative digital experiences that take advantage of the interplay between ecommerce, social, mobile and the real-time web.

Since joining Resource, Mooney spearheaded the agency’s capabilities in research, consumer insights and ecommerce, and positioned the agency as a thought leader in what consumers want from big brands in the digital world. Since becoming President, Mooney led the agency in its ten-fold growth and organized into three vertically-aligned client portfolios: consumer goods, retail and technology. In 2008, she conceived and launched the RI:Lab, the agency’s renowned innovation and thought leadership hub. She is a much-sought-after speaker, a blogger and the



author of two game-changing books: *The Ten Demandments* and *The Open Brand*.

In 2010, for the first time in its history, Resource was honored by *Advertising Age* as the one of the nation's A-List Agencies in its Agency of the Year issue.

### **Kramer to become Chairman and Chief Culture Officer**

In her new role as Chairman and Chief Culture Officer, Nancy Kramer will be working with Mooney and the Resource executive team on the long term strategy of the agency while being focused on the cultural aspects of the business. A long term thought leader on the importance of corporate culture as a foundation for successful enterprises, Kramer has served as Chairman of the Governor's Workforce Policy Advisory Board for the State of Ohio, testified before the U.S. Congress on workplace issues, and been a frequent national speaker on related topics. Kramer's dedication and vision have led Resource to be named a "Best Place to Work" by multiple publications and associations – most recently by the *Wall Street Journal*.

"Over 29 years and through unimaginable changes in our industry, Nancy Kramer has built an award-winning, nationally known agency, recognized for its work, unique culture and enormously talented and loyal employees," said Mooney. "All the while, she has role-modeled core values that are the cornerstone of our business and every decision we make as a team every day."

### **Expanded Executive Leadership Team**

As Mooney becomes CEO, her responsibilities as president are being redistributed to three key associates promoted to the Executive Leadership Team. "As the business grows and matures, it's essential that we expand our leadership base and the number of voices that can help the company compete at the highest levels," acknowledges Nancy Kramer. John Kadlic, the agency's Executive Director of Business Development and Marketing for five years, becomes Chief Development Officer. In this new role, he will oversee the agency's three client portfolios, consumer goods, retail and technology, including their multidisciplinary, dedicated account teams. Kadlic will also oversee our business development team and lead our global partnership strategy. Dr. Anne Marie Thomas, who joined Resource as Executive Director of Insights and Planning in 2009, becomes Chief Strategy Officer and will manage the delivery teams that plan, design and develop digital consumer experiences for the web, social media, commerce and mobile. Thomas will also oversee the RI:Lab, an innovation team focused on the identification



RESOURCE INTERACTIVE  
FOR IMMEDIATE RELEASE

and exploitation of technologies for marketing advantage. Dennis Bajec, the agency's Executive Director of Creative Services becomes the agency's first Chief Creative Officer after 18 years of service with the company. Bajec will be responsible for establishing the standards for creative excellence, mentor creative talent and lead a newly launched team called "Juice" – a strategic creative tiger team focused on fueling big ideas across all channels of communication.

### **About Resource Interactive**

Resource Interactive is one of the nation's top-rated independent digital marketing agencies. With offices in Columbus, Cincinnati and Palo Alto, the firm leads Fortune 500 companies capitalize on today's digital economy, creating consumer experiences that drive sales for reputable brands. Now in its 30<sup>th</sup> year, Resource is the largest women-owned agency in the nation. Clients include Procter & Gamble, Hewlett-Packard, Victoria's Secret, Sherwin-Williams, Nestle and Kohl's. For more information, visit us at [www.resource.com](http://www.resource.com) or on Facebook ([www.facebook.com/resourceinteractive](http://www.facebook.com/resourceinteractive)) or Twitter (@resource).

### **Media contact:**

Kristyn Wilson

Media Relations

(614) 621-2888

[kwilson@resource.com](mailto:kwilson@resource.com)