



## CADM 2016-17 Board of Directors

Here is the complete roster of CADM 2016-17 Board candidates. Board members will be elected at the CADM 61st Annual Membership Meeting from 4:00 - 6:00 p.m. on Thursday, August 11 at Petterino's in Chicago.

### Josh Blacksmith, President

Josh is SVP, Group Management Director at FCB Chicago, overseeing global CRM and multi-channel direct marketing work for clients such as State Farm, PACCAR, Toyota, Lexus, Samsung, Brown Forman and Anheuser-Busch. Josh joined FCB in September 2012 after working at Biggs-Gilmore (acquired by VML) in Chicago for a year, where he oversaw eCRM, loyalty and digital brand programs for Kellogg's and Heinz. Prior to that, Josh spent eight years at Meredith Xcelerated Marketing in Des Moines, Iowa, where he was most recently Account Director for Kraft Foods CRM in the U.S. and Canada. Josh has also led CRM efforts for Volkswagen, Chrysler LLC (domestic and international), and Walmart, among others. Josh was named a Top 40 Under 40 marketer by *Direct Marketing News* in 2014 and was recognized by Marketing EDGE as a Rising Stars Honoree in 2016. He holds a bachelor's degree in advertising from Iowa State University and an MBA with a marketing concentration from the University of Iowa's Henry B. Tippie School of Management.



### Peter Dovnar, Vice President

Peter is Senior Director, Account Management at Oracle. Previous employers include Responsys, Epison / Aspen Marketing Services, Chase and Zurich Financial Services. He earned his B.A. from Wartburg College and Boston University, and MBA from University Notre Dame.

### Timothy Claytor, Secretary

Since 2013 Tim has served as Vice President - Business Development at Kitewheel, working with agencies and marketing service providers. Kitewheel provides a unique Consumer Engagement Hub that marketers can leverage to increase brand relevance and response for true cross-channel customer experience. In the marketing field since 1984, Tim has worked with Pitney Bowes Software, Alterian/SDL, OMD Worldwide, TransUnion, Nielson Claritas and Walker Information. He received his B.A. from Indiana University.



## Brad Schwab, Immediate Past President

Brad has been a direct marketer for more than 18 years. After spending 17 years at direct marketing agencies, he decided to create his own company with his father and brother. He now is Owner of Schwab Group, LLC, a manufacturing representative company focused on the marketing and selling of building envelope materials. He held several positions at FCB Chicago from 2005-13, ultimately serving as VP, Management Director. A graduate of University of Iowa, Brad was also employed at Aspen Marketing Services and Townsend Agency. He has served on the CADM Board since 2013, chaired Tempo Awards, and co-chaired the 2015 Chicago Basic Course. Brad received the Wheelless Mentoring Award in 2014.



## Rosann Bartle, Director (Membership)

Rosann is an award-winning VP, Executive Creative Director at UMarketing. Previously she was VP creative director with Aspen Marketing and Townsend Agency. She attended Bowling Green State University and The School of the Art Institute of Chicago. Rosann has served as CADM Director since 2015, and led the promotion design team for the last two years' Tempo Awards.



## Tom Byrne, Director (Networking)

For the past fifteen years, Tom has served as Managing Director of Byrne Direct Marketing, providing integrated direct response consulting and project management services as well as quantitative, market research, strategic, and financial services. Prior employers include Kobs Gregory Passavant, Signature Group (now GE Financial Assurance), CNA Insurance, and Spiegel. Tom earned his B.A. from Creighton University and M.B.A. from Northwestern University.



## Ruth Casanova, Director (Marketing)

Ruth is a Senior Account Management and Client Services professional specializing in driving success and ROI through Interactive Marketing solutions for Fortune 500 brands. Since 2015, she has served as VP, Management Director at FCB Global. Past employers include Oracle, Responsys, Epsilon and CA, Inc. She attended Stonybrook University and University at Albany, SUNY.



## Marisa Marinelli, Director (Sponsorship/Advertising)

Marisa has been in the direct marketing industry for 10 years. She is currently a Sales Executive, Direct Marketing at Quad/Graphics. Prior to joining Quad, Marisa was employed as

an Account Manager at Vertis Communications. She served on the Direct Marketing Association Detroit's Board of Directors from 2012-14, and chaired CADM's Tempo Awards in 2015 and 2016. In 2015, she was recognized as CADM's Natalie P. Holmes Volunteer of the Year. Marisa earned her B.S. in Marketing from Oakland University, and MBA from Wayne State University.



### Andrew Masullo, Director (MarTech)

Andrew launched his response marketing career in 2000. For the past two years he has served as VP, Management Director at FCB Global. He was formerly employed by several agencies and brands including JCPenney, Responsys, Brierly & Partners, Southwest Airlines and Pizza Hut. Andrew attended Florida Atlantic University.



### Rui Wang, Director (Membership)

Rui [pronounced "ray"] has served since 2013 as VP - Strategic Analytics Director at FCB, where she has been employed since 2008. Prior to that, she was a Strategist at Shanghai Focus Advertising in China, "The place where my ambition of becoming a marketing strategist was enlightened," she shared. Describing her specialties as CRM and IMC, Rui earned her M.S. from Northwestern University in Integrated Marketing Communications. In 2015, Rui served as a mentor for the Chicago Basic Course, and was named the Wheelless Mentor of the Year.



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