

HR

HOLMES REPORT // 08 OCT 2017 // 6:09PM GMT



## Agency People News In Brief

(October 9, 2017)

### **New people in new roles at Havas PR, Bateman Group, Bully Pulpit, Lumentus, BAM.**

CHICAGO—Havas PR has promoted Christina Misch to associate vice president. In her new role, Misch is now managing client initiatives for Costa Del Mar, National Vision, PPG Optical, and Transitions Optical. She joined Havas PR in 2010.

SAN FRANCISCO—Tech agency Bateman Group has hired former Adweek tech editor Christopher Heine and PR vet Joe Franscella. New York-based Heine joins Bateman as director of content and media strategy. Franscella, who most recently was a strategist at Bhava Communications, joined as a San Francisco-based senior VP.

WASHINGTON, DC—Bully Pulpit Interactive has added Erica Stanley as a senior director to help expand BPI's strategic communications work and lead campaigns for corporate and advocacy clients. Prior to joining BPI, Stanley led marketing and communications efforts for the National Partnership for Women & Families. She was previously a vice president at The Glover Park Group and deputy communications director for former Washington, DC, Mayor Adrian Fenty.

NEW YORK—Marisa Lichtenstein has joined digital communications agency Lumentus as senior director, client relationships. Previously, Lichtenstein was vice president at Image Media, a brand experience and communications firm. At the same time, Bryan Bridges, a seasoned communications professional and member of the Lumentus digital reputation management team, has been promoted to senior director, digital strategy. Hameem Kader has been promoted to director of search marketing; Phil McMahon to account director; and Jesse Jacobs to director of creative strategy.

SAN DIEGO—BAM Communications has appointed Katie Pierini as senior vice president and Lauren Grasseti as vice president at its San Diego headquarters. The agency has also launched Insights, a new suite of analytics reporting capabilities that demonstrate business impact of earned media coverage.

Pierini will oversee BAM's growth strategy with the addition of Insights and other new services, while Grasseti will oversee the agency's account servicing team.