



MediaVest™

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## **Kerry Henderson Named Senior Vice President at MediaVest**

CHICAGO, May 7, 2009— MediaVest USA has announced the promotion of Kerry Henderson to senior vice president at the agency. Henderson operates out of Chicago and reports to SVP, North American AOR Director Joe Warren.

In her role as connections director, Henderson oversees strategy for more than 40 brands across Kraft; manages the Chicago-based MediaVest team; and consults on the Starcom MediaVest Group Canadian Kraft business. Henderson has contributed to several highly successful campaign launches for Kraft, including its South Beach Diet Food brand. In 2007, she and her team helped deliver a 30-minute lifestyle TV program called *South Beach Diet Living* that strategically aired during key diet resolution timeframes across the Scripps Network.

Before assuming her leadership role at MediaVest, Henderson worked for Starcom as a director on the Miller account. She has also worked out of L.A. on the agency's Walt Disney Studios, E!, Style and G! TV accounts.

Henderson earned a B.A. in communications and French from Hollins College in Roanoke, VA.

### **About MediaVest**

MediaVest, a subsidiary of Paris-based Publicis Groupe, is one of the leading, full-service media specialist companies offering dedicated expertise across strategic planning, investment, digital, consumer research, print, OOH and branded entertainment marketing. Heralded as one of the first media companies to consistently deliver *Connections That Captivate* and industry-first initiatives and products, MediaVest's long-standing client partnerships include some of the world's leading marketers including Capital One, The Coca-Cola Company, Kraft, Mars-Wrigley, and Procter & Gamble. For more information, visit [www.mediavestww.com](http://www.mediavestww.com).

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