

11701 Commonwealth Drive
Louisville, KY 40299
poweragency.com

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For More Information:

Andy Stillwagon
Executive Marketing Director
502.297.6615
astillwagon@poweragency.com

POWER SELECTS THREE LONGTIME EMPLOYEES TO FILL NEW, EXECUTIVE-LEVEL POSITIONS

LOUISVILLE, KY – (May 8, 2019) – When the need arose to fill newly created leadership roles at Power, one of the region’s largest—and oldest—advertising and marketing agencies, the company didn’t have to look far to find the ideal candidates. Three veteran employees, with a combined 44 years already served at Power, were recently promoted to executive-level positions ideally suited to their individual talents.

Glenn Goodman, who first joined Power’s creative team 13 years ago, now leads the team as **Executive Director, Creative**.

Goodman’s first job at Power was as an Assistant Copywriter, but he quickly began his journey up the company ladder with promotions to Copywriter, Senior Copywriter, Associate Creative Director and then Group Creative Director. In his role as Executive Creative Director, Goodman oversees all the agency’s creative deliverables and manages teams of Associate Creative Directors, Art Directors, Copywriters, Designers, Pre-flight Specialists and Print Buyers.

As for his new role as Executive Creative Director, Goodman describes it in terms of talent and teamwork. “I want to unleash the creative force Power has at its disposal,” he said. “I have an extremely skilled and forward-looking group in the department, and I see my role as finding and facilitating opportunities for them to showcase their craft.”

Dennis Smiley is in his 19th year at Power and has now been promoted to **Executive Director, Operations**.

After graduating college and then serving in the U.S. Army, Smiley found his way into marketing and advertising, working at several agencies before landing at Power in the summer of 2000 as a Senior Art Director. Promotions to Associate Creative Director and then, in 2014, Group Creative Director preceded his most recent promotion.

As Executive Director, Operations, Smiley extends his logistical talents and communication skills to the agency at large, focusing on optimizing standards, practices and protocols.

“My team is the gears of the company,” Smiley said. “We’re working behind the scenes in support of other departments so they can be successful. My role is making sure everyone at Power receives the resources they need to achieve their professional goals and the goals of the company as a whole.”

Shareen Dunn, who first came to Power nearly 19 years ago as a member of the company’s account service department and later with its fast-growing interactive department, has now been promoted to **Executive Director, Digital**.

Prior to her recent promotion, Dunn served as Power’s Senior Web Marketing Strategist and later as Director of Digital Marketing and Development, so she’s had a wide influence on the agency’s rapidly growing digital marketing business.

“We’re always pushing forward when it comes to finding digital solutions that impact our clients’ marketing strategies,” Dunn said. “We are committed to advancing our growth in digital marketing technologies like 3D interactive and SaaS (Software as a Service), as well as the web applications at the core of our business.”

Power President Tim Lucas issued the following statement: “David Power and I, along with the rest of our Executive team, are excited to announce the promotions of Glenn, Dennis and Shareen. These individuals have collectively spent time inside—and outside—of Power shaping their skill sets and preparing to help guide our agency into the coming years. Their talents, both within their individual areas of expertise, and in working with and leading their fellow employees, help make Power stronger every day.”

About Power

Power is an independent marketing firm focused on residential and commercial brands. Based in Louisville, Kentucky, Power’s position as an authority in sales channel marketing spans four decades. With notable clients like GE Appliances, United Technologies and Lennox, Inc., Power

has the proven expertise to help clients support their brand and sales channels in smart, effective, data-driven and relevant ways. Power's service portfolio covers the spectrum of modern marketing, including Strategy & Analytics, Creative, Digital, Media, Visual Production, and Information Management. Visit www.poweragency.com to take a closer look and connect on social media.

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