

Personnel File

Monday, July 27, 2015

Advertising & Public Relations

Milwaukee-based Vollrath Associates Inc. has welcomed **Sarah McClanahan** as communications specialist. McClanahan graduated from Marquette University in May and previously interned at Vollrath Associates in 2013 and 2014. In her new position, she will focus on serving clients' needs in public relations, media relations and new media services.

Milwaukee-based Gravity Marketing LLC has named **Elizabeth Hockerman** vice president of content creation, a role in which she will head a new content creation service known as Gravity Content. The service will be offered as a monthly subscription business owners and marketing executives can use to build custom content that increases web traffic and that can travel through social media and email marketing. Hockerman joins Gravity Marketing after about eight years with Bader Rutter, where she most recently worked as a senior account executive. She previously worked as a reporter and wrote for Milwaukee publications including Milwaukee Magazine and Small Business Times (now BizTimes Milwaukee).

GMR Marketing, headquartered in New Berlin, has welcomed **Aubrey Walker** as a creative director and **Rob Kodadek** as director of creative production. Prior to joining GMR, Walker was a creative director at Commonground. In his new role, he will handle creative content and brand engagement for clients. Kodadek most recently served as production manager at entertainment design and production firm Solomon Group. He is well versed in creative production, scenic fabrication, lighting design and integrated audio/visual. At GMR, he will largely focus on GMR's Experience Design team and clients.

Architecture

Milwaukee-based Deep River Partners has added **Leslie Dohr** as an interior designer. Dohr brings more than 15 years of interior design experience in the Milwaukee market. Her career has included work with clients such as ProHealth Care, Miller Brewing Co., University of Wisconsin-Milwaukee, Foley & Lardner LLP and Northwestern Mutual Life Insurance Co. The firm also recently hired **Nicholas Mather** as an architectural designer. Nicholas graduated from the University of Wisconsin-Milwaukee's School of Architecture.

Engineering

GRAEF recently elected associates from its Milwaukee office: **Stephanie Hacker**, **Eileen McEnroe Hanks** and **Dave Neumann**. The associate designation is awarded to employees who show excellence in performing assigned duties and taking on additional responsibilities. Hacker is the practice area leader of the Planning & Urban Design Group; Hanks is an engineer with the Facilities Group; and Neumann is the director of corporate information technology. Additionally, GRAEF elected **Terry Westfahl** a principal for 2015. Westfahl is vice president of human resources and has worked for the company for 13 years. The principal designation is bestowed upon employees who demonstrate top business

Goodwill Industries of Southeastern Wisconsin Inc. has added **Brad Kalscheur** to its board of directors. Kalscheur is a partner in the Wealth Planning Services Practice Group at Michael Best & Friedrich LLP. His practice incorporates all areas of estate and business succession planning. He also focuses on the structuring and taxation of partnerships and limited liability companies and is a certified public accountant.

Retail

Menomonee Falls-based Kohl's Corp. recently promoted members of its senior leadership team. **Michelle Gass**, who has served as chief customer officer, has been promoted to the newly created principal officer role of chief merchandising and customer officer. **Wesley McDonald**, previously senior executive vice president, chief financial officer, has been promoted to the newly created principal officer position of chief financial officer. **Richard Schepp**, previously senior executive vice president, human resources, general counsel and secretary, has been promoted to the newly created principal officer position of chief administrative officer.

The Bon-Ton Stores, Inc., which has dual corporate headquarters in Milwaukee and York, Pa., recently revamped its merchandise management team. The company has promoted **Chad Stauffer** to senior vice president, general merchandise manager for home, men's and children's. **Hiede Gaspard**, senior vice president, general merchandising manager, will take over responsibility for intimate apparel. **Joyce Armeli**, senior vice president, general merchandising manager of Center Core, will retain oversight of ladies' accessories, fine jewelry, shoes and cosmetics.

Technology

Cosentry has named **Chris Gigot** regional sales vice president for the Wisconsin market. Gigot brings 30 years of technology sales experience. He previously worked in senior sales executive positions at TW Telecom Inc. and Verizon Business. In his new position, Gigot will help enhance Cosentry's market presence with the development of its new Milwaukee data center, which will likely be completed in late 2015. He will also assist Milwaukee clients with the information technology challenges.

New Berlin-based Top Floor Technologies has added **Ben Roberts** as a user interface and user experience specialist and **Elizabeth Nodorft** as a search engine optimization specialist and content developer.

Corvisa LLC, headquartered in Milwaukee, has enhanced its leadership team with **Jon Heaps**, senior vice president of global channel sales; **Greg Wright**, senior vice president of global enterprise sales; and **Joe Olson**, senior vice president of customer excellence.

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