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Contact: Karamy Muessig  
Xposure Unlimited  
Phone: 503.750.9041  
Email: karamy@xposureunlimited.com

**ID Branding Adds Strategists to Expanding Agency Team**

**PORTLAND, Oregon -- Nov. 2, 2009** -- ID Branding, a full-service brand culture agency, is excited to announce the hiring of three brand strategists: Mark Rukman, Ashly Stewart and Stacy Olson.

Before joining ID Branding as a Senior Brand Strategist, Mark Rukman served as Group Planning Director at Carmichael Lynch in Minneapolis, where he worked with clients such as Harley-Davidson, Sierra Nevada, Sherwin-Williams and Subaru. Aligned with ID Branding's brand culture approach even before joining the agency, Rukman encourages a more cultural, creative-focused planning approach to strategy.

"Mark is a brilliant account planner," said Dennis Hahn, Partner and Director of Strategy at ID Branding. "He chose to join us because not only because of our strength in strategy, but also because of our strong creative team. Mark is a creative's dream planner because of his love of great creative work. We are lucky to have him here."

Ashly Stewart, Associate Brand Strategist, graduated from University of Oregon in 2009 with a degree in Advertising and Brand Development. During her tenure at UO, Stewart was co-director and account manager for student-run agency Allen Hall Advertising in Eugene, Oregon. Stewart interned at ID Branding prior to being offered a full time position.

Stacy Olson, ID Branding's most recent hire, is a recent graduate of The Art Institute of Portland with a degree in Design Management. She studied under an ID Branding Senior Brand Strategist, Melissa Day, who taught at the Institute. Olson served an internship with the agency prior to her new, full-time role.

"ID Branding is committed to building brand cultures with our clients, and strategic clarity and insight is critical to developing great work," said Hahn. "These additions to our strategy team complement the exemplary creative team hires we've made recently."

### **About ID Branding**

Founded in 1979, ID Branding is a full-service brand culture agency that helps companies build and sustain rich and enduring brand cultures. In an era where image is not enough, ID Branding reinvigorates a company from the inside out to develop an integrated brand culture that embodies in its vision, values and beliefs in every action. The Portland, Ore.-based firm has ignited transformation for clients such as Kodak, Microsoft, Sisters of Mercy Health System, The Bonneville Power Administration, Symantec, SAIF and TriMet. For more information, visit [www.idbranding.com](http://www.idbranding.com).

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