

TAG Communications Formed, Senior Management Team Announced

Written by Susan Weber
Friday, 05 June 2009 14:28

- [Buy Infinite Skills - Learning Adobe Audition CC \(en\)](#)
- [Discount - Lynda.com - Create a Sortable Photo Gallery with jQuery](#)
- [Buy Techsmith Camtasia Studio 7 \(en\)](#)
- [9.95\\$ Lynda.com - Photoshop for Designers: Color cheap oem](#)
- [Download Autodesk Sketchbook Designer 2011](#)
- [Download Microsoft Windows 8.1 Enterprise \(32-bit\)](#)
- [299.95\\$ Avid Media Composer 6 \(64 bit\) cheap oem](#)
- [Buy Rosetta Stone - Learn English \(British\) \(Level 1, 2, 3 Set\) MAC \(zh,en,fr,de,it,ja,ko,es\)](#)
- [9.95\\$ Ashampoo Core Tuner cheap oem](#)
- [Buy Lynda.com - Designing a Magazine Layout \(en\)](#)
- [Buy Adobe Creative Suite 5.5 Production Premium MAC \(en,de,es,fr,it,ja\)](#)
- [Buy Cheap ABest AVI Video Converter](#)

Davenport, IA – The Ad Group is pleased to announce the creation of TAG Communications, an umbrella corporation that will serve as the parent organization for the specialized agencies working from the company’s Davenport, Iowa, headquarters. TAG Communications will provide senior management oversight as well as shared technology and logistical resources to current divisions. The following entities, founded as The Ad Group, will continue to operate as divisions of TAG Communications;

The Ad Group will maintain the direction established over its nearly 20-year history, with efforts focused on service to local, regional and national retail and Business-to-Consumer clients. It will also provide an entry point for new ventures as well as offering marketing services to companies in all stages of development. (<http://www.adgroup.biz>)

TAG Healthcare Marketing was formed in 2008 to serve the growing communication needs of The Ad Group’s healthcare partners nationwide. Since its inception, TAG Healthcare Marketing has broadened its reach and service to include relationships with clients in Michigan, Georgia, Florida, Iowa, Missouri, Wisconsin and Illinois. (<http://www.taghc.com>)

TAG Yellow Pages is a Yellow Pages Association “Certified Marketing Representative” that places advertising for clients nationwide directly with the publishers of thousands of online and print directories throughout the United States and Canada. This allows TAG clients who rely on print and online directories to ensure cost-effective performance consistent with their marketing plan. Certification is given only to those select agencies that have met the industry’s strictest

TAG Communications Formed, Senior Management Team Announced

Written by Susan Weber
Friday, 05 June 2009 14:28

qualifying criteria. (<http://www.tagyp.com>)

TAG Legal Marketing is a full-service marketing firm dedicated to providing state Bar Association-compliant advertising and communications campaigns to law firms nationwide. (<http://www.taglegalmarketing.com>)

According to TAG Communications President and CEO, Mike Vondran, a key to the company's reorganization was the ability to secure senior management for the new entity. He's pleased to announce the appointment of three new members of the senior management team;

Randy (RJ) Jacobs has been named Senior Vice President. He most recently served as CEO/partner of Jacobs Thoms LLC from 2007-2009, Vice President and Account Director for Charleston Orwig (Milwaukee) from 2003-2007, and President, Managing Partner with Henry Russell Bruce from 1991-2003. RJ has more than twenty-six years of leadership experience in marketing, sales and operational management from successful start-ups to turnaround companies. Throughout RJ's career, he has been instrumental in leading strategy and brand initiatives for clients such as global elevator and escalator manufacturer KONE, Trinity Regional Health System, national healthcare equipment leader Hill-Rom, Genesis Health System, General Electric Major Appliance and Amica Wireless.

Tim Crosby has joined TAG Communications as Vice President Creative/Brand Management. Tim has more than 25 years of experience as the principal creative and marketing strategist for a list of clients that includes Haworth, HarperCollins, John Deere, Rockwell Collins, and Amana. Over the course of his career, he has guided successful product launches for several clients in publishing, the hunting/outdoor industry, the automotive aftermarket, telecommunications and healthcare. His work has been recognized with numerous awards, including a "Best of Show" Addy from the Quad Cities Ad Federation in 2001. Tim is the former owner of Crosby-Kirchhoff Design in Grand Rapids, Michigan and has worked with The Ad Group for several years as a consultant. Tim will oversee the creative and branding efforts of all TAG Communications divisions.

David Blake has joined TAG Communications as Vice President, Accounts Management. David brings a high level of strategic planning as well as sales and marketing leadership to the company. Being a proactive leader and coach, David has spent the last several years consulting for companies throughout the United States focusing on business development and

TAG Communications Formed, Senior Management Team Announced

Written by Susan Weber
Friday, 05 June 2009 14:28

overall business strategy. He served as Vice President of Sales and Marketing for i Wireless™ where he was instrumental in creating a pre-paid product as well as increasing the company's overall market share. David also brings experience as Operations Manager for a commercial real estate development firm along with a background in franchise management.

“Our common sense, results-oriented approach has become increasingly valuable to marketers in recent years,” notes Vondran. “We’re pleased and excited to find a management team that shares that commitment and vision, while providing seasoned, proven leadership. We believe we’re building something special, both for our industry and the region. It is an exciting time.”

TAG Communications is a complete advertising, marketing and public relations firm with divisions serving a variety of regional clients as well as healthcare, legal and Yellow Pages clients nationwide. TAG Communications is based in the Quad Cities, with offices in Cedar Rapids, IA, Rockford, IL, and Oklahoma City, OK. Founded as The Ad Group in 1990, the company specializes in strategic analysis and creative solutions that deliver results through creative, responsive and cost-effective communication for clients throughout the nation.

###