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Organic Announces New Team to Lead Detroit and Chicago Offices

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BLOOMFIELD HILLS, Mich., March 3 /PRNewswire/ -- Organic, Inc., a leading digital communications agency, today announced two executive appointments. James Heughens was promoted from Executive Director of Project Management to Senior Vice President and General Manager of the Detroit and Chicago offices. Joe DiMeglio was also promoted from Group Director of Engagement Management, servicing the Dodge account, to Vice President of Engagement Management overseeing the Chrysler LLC account, including the Chrysler, Dodge, and Jeep brands. James will report directly to Mark Kingdon, Organic's CEO, and Joe will report into James. These two senior executives will be focused on maintaining existing business and developing new client relationships in the Midwestern region.

Chuck Russo, who had been serving as the interim General Manager for the Detroit and Chicago offices, will transition fully into his current role as Executive Vice President and Chief Client Development Officer focused on client development and satisfaction.

"Jim's impressive 18-year track record in the services business and his outstanding leadership skills make him a perfect executive to lead the Detroit and Chicago offices. Likewise, Joe has done a tremendous job delivering on the Dodge account, and we look forward to putting his skills and experience to work on the rest of the Chrysler relationship," said Mark Kingdon, CEO of Organic. "I look forward to working with Jim and Joe to take our Midwestern presence to the next level."

About James Heughens, Senior Vice President and General Manager

James Heughens is the SVP and General Manager of Organic's Detroit and Chicago offices. He joined Organic a year ago as the Executive Director of Project Management. In this role, he led Organic's efforts to innovate and improve the way we plan and deliver work for our clients. James also uses his 18 years of consulting experience to lead internal improvement initiatives and organizational change. Prior to joining Organic, James was a Director at Sapient Corporation where he led teams in delivering complex strategic, business, and technology projects in a fixed-time, fixed-price environment. His clients have been as diverse as Toyota Motor Sales, General Motors, Rationale, Inc., and the United States Marine Corps. James was also the metro area lead for the Washington D.C. office. Prior to joining Sapient, James worked at Accenture and spent two years studying and living in Japan. James earned his Bachelor of Science from the University of Maryland.

About Joe DiMeglio, Vice President, Engagement Management

Joe DiMeglio has been promoted from Group Director, leading the Dodge account, to Vice President of Engagement Management in Organic's Detroit office. In his new role at Organic, he will manage the overall relationship and project execution on the Chrysler LLC account. Joe has over 20 years of experience in advertising and customer relationship management. Prior to joining Organic, Joe was Senior Vice President and Group Director at J. Walter Thompson where he successfully managed cross-functional teams for the Ford Truck and SUV account. He also helped co-found JWT's CRM practice. Prior to JWT, he spent 8 years at Wunderman as an Account Supervisor, working with clients such as DuPont and Lincoln-Mercury in the areas of CRM, B2B, and traditional advertising. Joe received his BA in Communications and Business from the University of Detroit.

About Organic, Inc.

Organic is a leading digital communications agency that uses a consumer empathy-based approach, combined with a holistic view of the digital landscape, to design and build exceptional interactive experiences that effectively engage and persuade customers. Founded in 1993, Organic has offices in Chicago, Detroit, Los Angeles, New York, San Francisco, and Toronto. Adweek ranked Organic as the number one interactive agency in their 2007 interactive agency report card. To learn more about Organic and the Organic(R) services, please visit <http://www.organic.com/> or read our blog at <http://threeminds.organic.com/>.

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