

Detroit area advertising agency leader joins Douglas Marketing Group as COO

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Detroit/Windsor, Ontario – January 10, 2018 – January 10, 2018 – Douglas Marketing Group (DMG), an international marketing and communications firm with a 25-year+ history of award-winning creative initiatives for BtoB and BtoC clients, is pleased to announce that Joe Ranck, a 28-year veteran of Detroit's advertising scene, has joined the firm as Chief Operating Officer. Ranck comes to DMG from BERLINE, where he most recently served as Executive Vice President/Director of Digital, and was also a member of the firm's Executive Team. The announcement of Ranck's new position was made by DMG President and Founder, Kay Douglas.

"Douglas Marketing Group has experienced significant growth in recent years as we expand our online and mobile marketing efforts in the U.S. and Canada," Douglas said. "Joe Ranck's marketing, advertising and sales experience is broad and deep, and he has outstanding team management skills to guide us through our next growth phase. He understands the challenges of running a bustling creative agency on a day-to-day basis and has several career triumphs that make him a natural addition to our team."

Ranck has spent the majority of his career at BERLINE and the former Marontate-Berline and Marontate & Co. He was president of Marontate & Co. from 1998 to 2001, which at the time was a full-service marketing communications agency, and served as Vice President from 1991 to 1998. When the organization was sold as a business unit in 2001 to BERLINE, Ranck continued as President of what was then named Marontate-Berline, notably retaining 100% of Marontate's clients throughout the transition. In 2003, the company adopted the longstanding BERLINE name.

In addition to overseeing agency operations for nearly 20 years, Ranck has extensive account management experience and has worked with major corporate clients in a diverse range of industries including automotive, entertainment, transportation, financial, insurance, medical, food and staffing. His automotive experience includes marketing, sales and training initiatives for Tier 1, 2 and 3. He has executed marketing programs with all divisions of General Motors, Hyundai, Nissan, VW and Audi; his automotive experience also includes after-market, service and supplier industries.

Douglas noted that Ranck also brings expertise in media planning and strategy.

"Joe will bolster our media department and bring his experience and industry relationships to bear as we expand our cross border practice through strategic client partnerships," Douglas said. "In targeting international audiences, both traditional and digital media in tandem play an increasingly important role."

Ranck will also spearhead efforts to promote DMG's proprietary marketing software, the [DMG Big Picture Landscape®](#) and [ROIAlly®](#), which allow clients to create online accessible brand centers positioning them for franchising and licensing opportunities that optimize their marketing return on investment.

Ranck is a resident of West Bloomfield, Michigan. He holds a bachelor's degree in business administration and political science from Western Michigan University.

About Douglas Marketing Group

Celebrating more than a quarter century of providing art- and technology-infused, relationship-based marketing solutions, Douglas Marketing Group (DMG) is the visionary behind the marketing brand management software and visual roadmap, [DMG Big Picture Landscape®](#) and its companion software, [ROIAlly®](#), the strategic marketing return on investment budget tracker. With offices in Detroit, Mich., and Windsor, Ontario, the full-service marketing and communications firm brings a global view to local, regional and national campaigns and cross-border partnerships. Learn more at <http://www.experiencedmg.com>.

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