

## EXECS AND ACCTS

**Execs & Accounts: WPP's Cole & Weber, Placecast, Tribal Fusion, Heavy**

By [Enid Burns](#), ClickZ, Dec 3, 2008

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**Peter Daboll has left his position as Yahoo chief of insights to become CEO of Bunchball, a company that builds user engagement with Web sites.** Daboll [once served as president and CEO of comScore Media Metrix](#) and as president and COO of MediaPlan. Bunchball, based in Redwood City, CA, is mostly known for its "Nitro" product, which seeks to improve user engagement on Web sites by offering virtual video game-type rewards for participation. The company, which also specializes in enabling gamers to play against other gamers within social networks, was founded in early 2005.

**WPP's Cole & Weber appointed a new agency partner.** Britt Peterson was named partner of the 77 year old agency; she will be part of the agency's central leadership team and will be one of the agency's eight partners. Peterson joined Cole & Weber in 2007 and has since brought in new business such as Jones Soda, Washington's Lottery, the International Olympic Committee, and Target. She previously worked at Fallon & Duffy Design.

**1020 Placecast nabbed another Tribal Fusion executive.** Jeff Montgomery, former VP of sales at Tribal Fusion was named chief revenue officer at 1020 Placecast. Montgomery previously worked at DoubleClick, where he was director of sales. He follows Alistair Goodman, the company's CEO.

**Heavy.com appointed David U.K. to managing director.** The former vice president and general manager of Heavy Canada was promoted to managing director of Heavy Worldwide to increase international ad revenue. Prior to Heavy, he launched and managed Standard Interactive, the interactive media division of Canada's private broadcast company, Standard Broadcasting. He has held international management positions at media companies including Promenade Magazine, UGO, Shift Multimedia, and Time Warner.

Heavy.com also hired Matthew Pennington, formerly of talkSPORT. Pennington is now managing director of the U.K. office. Vincent Lambino, formerly of Ripe TV, joined Heavy.com as director of sales. Linda Gielniak was promoted to national automotive director from the position of Detroit sales executive. Edmond Krasniqi was promoted to executive director from the role of client services worldwide.

**Robinson & Maites promoted Ryan Jarol to vice president.** Jarol's new title at the marketing agency recognizes his strategic contributions to clients and growth of the agency's business with Fedex, a client.

**The Minnesota StarTribune.com uses Omniture Web analytics.** The StarTribune.com increased its traffic by 50 percent using Omniture's SiteCatalyst and Clickability's on-demand Web content management platform.

*Fred Aun contributed.*