

EXECS AND ACCTS

Execs & Accounts: Kayak, Creature/Seattle, Modavox, Omniture

By [Enid Burns](#), ClickZ, Apr 24, 2009

Kayak has a new marketing officer. Robert Birge was named chief marketing officer of the travel search site. He was most recently the CMO of IMG Worldwide, a sports, entertainment, and media company. He was previously managing director of TBWA\Chiat\Day in New York.

Home Depot tapped Initiative to handle its media business, an assignment that includes significant digital spending. Adweek pegs the account at approximately \$600 million.

Pacifico Beer brings the sounds of Mexico to an iPhone app. Creature/Seattle developed an iPhone app to promote Pacifico Beer. The app, called the Rooster Alarm Clock, is tied to a newly-created Web site found at PacificoAlarmClock.com, which follows Claudio the rooster via a live, streaming video.

Internet broadcaster Modavox looks to Mad Ave for leadership. Modavox hired seasoned executive Mark Severini as chief executive officer. He joined the Internet broadcasting company after several years of founding companies and serving in senior positions at agencies. Most recently he served as chief marketing officer at Augme Mobile, and will continue to work with the company through its acquisition that is expected to close in Q2.

Omniture partners with FeedRoom to measure online video. Online video platform FeedRoom joined Omniture's Genesis program for the measurement of video-based campaign ROI through integration of FeedRoom's enterprise system.

Location-based ad network 1020 Placecast expands with new publishers. The San Francisco-based ad network recently added Menuism.com, HotPads.com, and FlightStats.com to push the roster over 250 Web publishers on the location-relevant ad network.

AdMeld names two senior execs. Alan Davison, chief financial officer, was most recently financial consultant and interim CFO for two technology startups. He was SVP of corporate strategy for Screamingmedia in the past. Joe Pedro, director of quality of service, served as director of ad operations at Peer 39 before joining AdMeld. Before that he was previously director of ad operations at TACODA.

Ad network Kontera brings in a new sales manager. Doug Smith was hired as Northwest regional sales manager. His previous posts included senior account executive at Yahoo and director of West Coast sales at Ask.com.

inXile selects Intergi as its online ad representation. Game developer inXile Entertainment, which develops video games for computer, mobile, and console systems, entered an exclusive agreement with Intergi. Intergi will sell ad inventory for inXile's portfolio including "Line Rider" and "Fantastic Contraption."

The Advertising Research Foundation's Online Research Quality Council names new committee members. Committee co-chairs include Mark Berry, EVP business and consumer insights, Synovate; Anne Hedde, president and global CEO, Lightspeed Research; and Tomas Emmers, Consumer and Marketing insights director, Unilever.

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