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Digital marketing innovator Andrew Bornand joins WD Partners

WD continues to invest in digital customer experiences that help food and retail brands connect with consumers through online and mobile applications, as well as in stores

WD Partners announces that Andrew Bornand, and his team from Reflex Design & Technology, has joined WD's Digital Services group. WD Partners is an award-winning design firm that helps food and retail brands innovate in stores, as well as online. Digital expertise is an increasingly important part of WD's capabilities because many brands need help utilizing online and mobile technology to extend their relationship with customers.

Reflex Design & Technology created digital marketing solutions for leading retailers, including such clients as Huntington Bank, State Auto, Abercrombie & Fitch, DSW, Bath & Body Works, Express, American Eagle, and The Home Depot.

Bornand's legacy in interactive technologies goes back to CompuServe, the first major commercial online service in the United States, where he helped launch a variety of streaming media projects that introduced audio and video content to the web. After CompuServe, Bornand was Director of Technology at Resource Marketing. There, he created innovative interactive solutions for Hewlett Packard, Burton Snowboards, Autodesk, and Ford. In addition, Bornand was part of the team that launched the Victoria's Secret e-commerce website and the first-ever Victoria's Secret Fashion Show webcast—an event viewed by millions and acclaimed as Brandweek's 1999 Marketing Event of the Year.

Investing in digital services underscores WD's commitment to provide "speed-to-market" and retailing innovations. In May 2009, John Bajorek, Executive Director of Digital Services, joined WD Partners. John has nearly two decades of experience directing marketing strategies utilizing retail technologies. The group has developed digital marketing strategies and solutions for Bob Evans, Frito-Lay, Gatorade, Kroger, and Sodexo.

WD Partners' design and branding business has grown significantly over the last 18 months, adding major clients in consumer packaged goods, big box retail, and grocery segments. The firm's Frito-Lay Aisle Reinvention project received a POPAI Outstanding Marketing Award in 2009.

About WD: WD Partners helps food and retail brands innovate through strategy, design, architecture, and implementation services. The results are enhanced customer experiences, higher sales, improved profitability, and faster return on investment. WD Partners works for the leading regional and global brands. For more information, please visit www.wdpartners.com.

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