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WD Partners adds leadership in research and digital services

Enhancements support innovation and speed-to-market

WD Partners, the award-winning design and development firm for multi-unit stores and foodservice operators, has added two new leaders to support streamlined, cost-effective brand innovation. WD Partners welcomes:

Michelle Fenstermaker, Executive Director of Consumer Insights. Fenstermaker will lead a team of researchers utilizing primary research to inform WD's store innovation programs. She has nearly 20 years of research experience working for retail and consumer packaged goods brands such as Wal-Mart, Sara Lee, Pepsico, P&G, and VF Corporation. Before joining WD, Fenstermaker managed her own firm, Research by Design, and prior to that was an Associate Vice President at Fitch Inc.

John Bajorek, Director of Digital Services. Bajorek will build a team of interactive designers and developers to create digital media that supports WD's retail and restaurant clients' brands. John has nearly two decades of experience directing marketing strategies and tactics for technology, retail, and financial services companies such as Autodesk, Flight Options, Huntington, HP, and Merrill Lynch. Before joining WD John was President of Pontis Group. In addition, he has held executive-level positions at Engauge (formerly part of Ten United), and Resource Interactive.

"Retailers and restaurant operators are searching for ways to innovate so they can differentiate themselves from their competitors," says Vice President Lee Peterson. "Our integrated services accelerate programs and get them in front of consumers quickly and cost-effectively, allowing the retailer to test and refine using real shoppers in real retail environments." Investing in the enhancement of research and digital services underscores WD's continuing commitment to provide "speed-to-market" and store-level innovation.

WD Partners' design and branding business has grown significantly over the last 18 months, adding programs in the consumer packaged goods and grocery industries. The firm's work for Frito-Lay's Aisle Reinvention program received a Gold POPAI Outstanding Marketing Award in 2009.

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