



## **NEWS RELEASE**

### **ALL TERRAIN NAMES AGENCY VET DOUG DOME PRESIDENT**

*Executive post created to lead expansion of agency's Experiential Marketing model.*

Chicago, IL (September 5, 2013) – All Terrain, one of the fastest growing national Experiential Marketing agencies, today announced it appointed agency veteran Doug Dome as president. This newly created position will report to agency co-founders Sarah Eck-Thompson and Brook Jay. Dome will be responsible for fueling and managing agency growth including expanding services and processes to support the agency's innovative experiential design model.

Throughout his career, Dome has helped numerous agencies and marketing organizations break through to new levels of creativity and profitability. He brings more than 25 years of agency and marketer experience in integrated marketing communications and has worked with a number of global brands across a variety of highly competitive industry sectors, launching almost 50 national new products. Dome has worked on behalf of leading global brands including: AT&T Wireless, Chase, Con Agra Foods, General Mills, General Motors, Hershey's, Hyatt Hotels, Johnson & Johnson, Kellogg's, Kraft, Proctor & Gamble, Harley-Davidson, Sears, Sara Lee, Toyota and Wrigley.

"All Terrain continues to push the boundaries of what's possible for engaging consumers through Experiential Marketing," say Jay. "Doug's proven ability to re-invent and transform marketing practices to uncover new and innovative ways of building value for marketers is a perfect match for our business."

Dome most recently served as president of Dome Consulting providing marketing, management and communications consulting to help organizations evolve their service and product offerings to reflect the convergence of online and offline marketing disciplines. All Terrain has been a Dome Consulting client for the past year.

Dome also founded and managed the premier public relations agency, Dome Communications, where he pioneered a culture-based business model that helped drive the industry to new levels of creativity. The agency was acquired and merged with Hill & Knowlton in 2004 to form Dome HK where he was president and served H&K as its US creative director and served on the agency's executive committee.

"Doug has been a driving force behind the PR industry's convergence with current consumer engagement practices," says Eck-Thompson. "His talent for developing and amplifying new world content strategies that help create meaningful and authentic consumer experiences will be of great value to All Terrain's clients."

Dome has also held senior leadership roles including: president and chief creative officer at Gigunda Group; managing principal and chief creative officer at Carmichael Lynch Spong; managing director, Impact PR and Events at FCB Chicago; manager, public relations at Verizon; and director, Promotions and PR at the Fairmont Hotel.

Dome has received over 200 industry creative awards and was named "Agency Professional of the Year (PR News); Innovator of the Year (PR News)' Stevie Award winner for the "Most Creative Person" (The American Business Awards); Creative Agency of the Year (Holmes Report); Best PR Firm to Work for in America (Holmes Report); and Mid-sized Agency of the Year Finalist (PR Week).

Dome has a MM in marketing and international business from Northwestern University, Kellogg School of Management and a BA in history and business administration from Alma College. For almost 10 years, he's been an adjunct professor at the University of Chicago Graham School teaching "Managing Integrated Marketing Communications" and "Branding for Competitive Advantage" graduate courses.

"It's clear that marketers are increasingly looking to design experience-based programs to engage today's consumers," says Dome. "All Terrain's new Experiential Marketing Model provides a blueprint for building authentic and lasting relationships between brands and Experiential Consumers. I'm thrilled to be joining their team at such a dynamic time for both their business and for the industry."

## **About All Terrain**

All Terrain is one of the nation's top Experiential Marketing agencies specializing in strategic brand activations and authentic consumer engagement. All Terrain offers marketers a broad range of capabilities including creative experiential programming and strategic consulting services. The agency possesses an unwavering focus on building measurement into all programs.

In 2013, All Terrain celebrates 15 years of profitable growth working across a wide range of industries including Automotive, Tourism, Publishing, Food and Beverage, and CPG. The award-winning agency was recently recognized as one of the fastest growing agencies in Promo Magazine's Promo 100. The agency was also named to the Inc. 5000 honor roll of the fastest-growing private companies in America for the fifth time. For additional information visit [www.allterrain.net](http://www.allterrain.net).

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