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**DDM MARKETING & COMMUNICATIONS ANNOUNCES  
JORDAN BUNING AS NEW PRESIDENT**

full-service firm positions itself for next phase of evolution and client growth within highly complex and regulated industries

**GRAND RAPIDS, MI, February 4, 2020** — ddm marketing & communications has announced that Jordan Buning has been named the firm’s new president. He assumes the leadership role that was recently vacated upon previous president Michael McCarthy’s retirement.

As president, Jordan will be responsible for leading the firm’s strategic vision as it continues to evolve into one of the Midwest’s leading providers of Marcomm and Martech services.

“I am very grateful for the opportunity to be on the leadership team of such an innovative and evolving firm,” said Jordan. “Our organization has a deep history of helping businesses achieve their mission, enhance their brand and increase their revenue. I am focused on ddm’s strategic evolution into a more powerful business partner. From impactful strategy to proven execution and dynamic solutions, ddm is able to solve today’s marketing and communications challenges.”

A graduate of Calvin College, Jordan has been with ddm since 2001. During this time, he has held a variety of account leadership roles and has also served as a principal for more than 5 years.

Throughout his career, Jordan has been responsible for developing and strengthening some of the region’s most recognized B2B and B2C brands. With more than 25 years of experience in marketing communications, consumer advertising, market research, media strategies and product marketing, Jordan has partnered with clients across the globe.

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He is widely recognized for his dedication to customer service, and his ability to develop strategic solutions to meet complicated marketing challenges.

Jordan's appointment as president has set the stage for an additional strategic hire to lead the firm's business development efforts.

**Karen Downard** has joined ddm as business development manager. In this role, she will be responsible for new business acquisition as well as the firm's own integrated marketing efforts. A key addition to the leadership team, Karen has extensive experience in business development for IT professional services firms as well as the technology industry.

Karen was previously director of client relations for C/D/H, a technology consulting firm headquartered in Grand Rapids, MI. Prior to her role at C/D/H, Karen worked at Microsoft for 6 years where she held leadership roles in US enterprise digital transformation solution sales and individual roles in US healthcare solution sales. Karen also worked at Salesforce.com as a strategic healthcare enterprise account executive. Karen's strong IT professional service and enterprise software sales background allows her to translate clients' requirements into impactful ddm solutions.

#### **About ddm marketing & communications**

Founded in 1990, ddm provides a full-service array of communication, marketing and technology services to businesses in highly complex and highly regulated industries. Headquartered in Grand Rapids, Michigan, ddm serves a diverse national and international client base, ranging from healthcare and financial services, to medical device and global manufacturing. With 60 team members located in west Michigan and Chicago, ddm is organized through the EOS Entrepreneurial Operating System and prides itself on an untiring commitment to serving clients tenaciously. For more information, please visit [teamddm.com](http://teamddm.com)

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