



stan felder

## Title:

President, CEO

## Employee Since:

December 1994

## Responsibilities:

The “brand elevation” agency. To foster an agency environment and deploy strategic assets that support the unique brand-elevating resources, expertise and focus of the agency.

## Client Experience:

Haworth – Office furniture  
Gordon Food Service – Foodservice distribution  
Merillat – Kitchen cabinets  
Altendorf America – Woodworking equipment  
Action Fabricators – 3M converter  
City of Kentwood – Local government  
Rowe International – Jukebox/game manufacturer  
D & W Food Centers – Retail grocery  
City of Portage – Local government  
Fifth Third Bank – Financial services  
National Standard – Wire manufacturer  
Empire National Bank – Financial services  
United Chair – Office furniture  
Company Jet – Fractional jet ownership

Zondervan – Publisher  
MegaWall – Display fixtures  
Elan Nutrition – Protein bars  
Stiles Machinery – Woodworking equipment  
Leuco Tool Company – Cutting tools  
Gentex – Automotive Tier One supplier  
Amway Grand Plaza – 5-star hotel  
Sales Consultants – Consultant  
Cascade Engineering – Plastics  
Viking – Fire protection systems  
Old Kent Bank – Financial services  
Auto Owners Insurance – Insurance  
X-Rite – Color technology  
Bilmar – Turkey products

## Professional Experience:

Biggs|Gilmore Communications, Grand Rapids, MI – Senior Vice President, General Manager  
Battle Creek Equipment, Battle Creek, MI – National Sales Manager

## Education:

Postgraduate studies  
Western Michigan University 1984 - 1985

B.A. Marketing  
Michigan State University - 1973