

## Press Release

### **McKenzie Worldwide Welcomes Donner & Doria Public Relations to the MWW Global Communications Alliance Program**

*Collaboration provides both agencies with enhanced capabilities to service clients in Germany and beyond*

**Portland, Ore. and Heidelberg, Germany, January, 27 2014** – High-tech integrated communications and marketing agency McKenzie Worldwide and the German agency group Donner & Doria today announced they have joined forces to help clients from across the information technology landscape increase their presence in worldwide media and markets. This collaboration provides both agencies with enhanced capabilities to service clients in Germany and international clients seeking to expand their presence in the U.S. market.

McKenzie Worldwide and Donner & Doria Public Relations are independent and owner-managed public relations agencies with international experience and a strong track record of helping technology firms build brands and increase awareness of clients' products and services on a global basis. Clients can benefit from the firms' deep IT expertise, strategic insights, excellent media contacts as well as efficient project management. Both agencies offer strategic communications consulting, media relations, content marketing, online marketing and social media programs among other services.

"The German market has always been a key focus for us and over the years we have worked with many great clients in Germany so finding the right local partner was a high priority. Donner & Doria has a great team and we're looking forward to working with them," said Megan McKenzie, CEO of McKenzie Worldwide. "The MWW Global Communications Alliance offers clients a community of independent agencies that share the same spirit of excellence and quality customer service for a seamless and consistent agency experience around the world."

McKenzie along with McKenzie Worldwide Vice President Brian Edwards will be working closely with Donner & Doria managing director Peter Verclas and PR consultant Simone Schmickl to implement effective client programs. McKenzie, Edwards and Verclas have known each other for more than 15 years and have jointly advised several IT companies, including German IT giant SAP AG, on global PR activities.

"We are very much looking forward to once again working together as a close-knit team on international PR campaigns with Brian, Megan and their team," said Peter Verclas, managing director

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of Donner & Doria Public Relations GmbH. “We have many years of senior-level expertise in our respective markets that we’re confident will bring our clients tremendous value.”

### **About McKenzie Worldwide**

Founded in 2004, McKenzie Worldwide is a high-tech public relations and marketing agency providing a range of strategic integrated communication services including PR, social media, content development/marketing and interactive programs to help companies build trust in their brands. The agency focuses on providing services to the world's leading and emerging innovative enterprise, wireless and consumer technology companies. At the core of our work is a desire to work with smart people and smart companies – whether emerging start-ups or global brands – with interesting technology, products and services.

### **About Donner & Doria**

The agency group Donner & Doria is the competence network for brand communication. The group offers marketing and communication services including brand management, image and awareness development, content marketing, lead generation, customer loyalty and sales support, employer branding, above-the-line advertising, public relations, online marketing and social media as well as internal communication. Customers span multiple sectors including IT and SAP, public sector and pharma and healthcare. The agency group consists of Donner & Doria Werbeagentur GmbH and Donner & Doria Public Relations GmbH. Donner & Doria has 20 employees in Heidelberg and Mannheim.

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