



**Deanna Harms**  
Executive Vice President

Clients just naturally seek Deanna Harms' counsel. Maybe it's her solid background in journalism, public relations and account management. Or maybe it's the smarts she brings to every challenge. This is a woman you want advocating for your brand. Whether she's sitting in a boardroom or on a nonprofit board, Deanna quickly seizes upon opportunities and what it will take to realize them. She rolls up her suit-jacket sleeves and goes to work with terrier-like tenacity. And it's clear, she loves every moment of it. Maybe that's why she's so effective.

Since joining the firm in 1996, Deanna has guided a number of clients through potentially choppy waters. Helping secure approval for a Home Depot up against strong neighborhood opposition. Orchestrating a new community roll-out for Royal Caribbean's first call center outside of Miami. Advancing a comprehensive community revitalization effort by working with city officials, historic preservationists, urban planners and numerous neighborhood groups.

Sonia and Deanna's complementary yin-yang, visual-verbal personalities create a force of nature. Whether bouncing ideas off of each other – often on a jet at 45,000 feet – or brainstorming with the full team, they generate energy that breaks down barriers and drives projects forward. Deanna has a fascination for corporate cultures and what it takes to go from acceptable to exceptional. Her broad experience in writing about some of the world's leading entrepreneurs and companies gives her insights that benefit both our clients and our agency. Ask her about her interviews with former CEOs Hank Greenberg of AIG or Christos Cotsakos of E\*Trade. Their leadership styles were as polar as their east-coast, west-coast locations.

In her role as executive vice president, she oversees the account service side of the business. Much as Sonia maintains impeccable standards for strategy and creative, Deanna ensures that every project is managed with equal attention to quality and outcomes. AE Brown Bags and close interaction help develop best practices and create a responsive, resourceful, client-first team.

#### PROFESSIONAL ASSOCIATIONS

Wichita Metro Chamber of Commerce advisory board, Chamber Leadership in Training, WSU Elliott School of Communications advisory board, Exploration Place board of trustees, Public Relations Society of America/Kansas chapter past professional of the year and various committee service, Downtown Rotary member with PR and program committee service, Wichita Professional Communicators member and past president and program chair, multiple terms on the boards of Big Brother and Big Sisters of Sedgwick County and Youth Entrepreneurs of Wichita (volunteer of the year).

#### PROJECT HIGHLIGHTS

Bombardier Aerospace *Contrails* magazine  
FlightSafety International branding and marketing  
Foxwoods Development Company media relations  
Kansas Children's Service League branding campaigns  
Kansas Health Foundation annual reports and collateral  
Mid-Continent Airport History of Aviation exhibit  
Nomar International Marketplace public relations  
Royal Caribbean Cruises community relations  
Signature Flight Support strategy and media support  
Spirit AeroSystems branding and recruitment strategies  
Woodside Health & Tennis Club branding