



**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 helped generate compelling ROI for numerous clients. Making Airbus America's 10 years in the Air Capital a media happening. Providing low-cost, high-return solutions for FlightSafety's worldwide efforts. Rolling out Royal Caribbean's first call center outside of Miami. Drawing NBAA attendees away from the convention floor and to Avinode's press conference. Elevating the agency's own Do the Deed initiative to a movement fueled by simple acts of kindness. Shepherding clients large and small in their use of interactive media as a relationship-building tool.

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. She leverages those lessons in her role as EVP, overseeing the account service side of the business.

Much as Sonia maintains impeccable standards for strategy and creative, Deanna ensures that every project is thought through and managed with equal attention to quality and outcomes. AE Brown Bags, agency swarms and close interaction help develop best practices and create a responsive, resourceful, client-first team.

#### **PROFESSIONAL ASSOCIATIONS**

American Business Awards judge  
American Marketing Association Ad Agency Professional of the Year  
Big Brother Big Sisters of Sedgwick County board member  
Chamber Leadership in Training  
Exploration Place Ambassador and past executive board secretary and board of trustees  
Kansas Food Bank capital campaign committee  
Public Relations Society of America/Kansas chapter board  
Wichita Metro Chamber of Commerce advisory board  
Wichita Professional Communicators past president and program chair  
WSU Elliott School of Communications past advisory board chair member and past professional of the year  
Youth Entrepreneurs of Wichita board member past volunteer of the year

#### **CLIENT EXPERIENCE**

Airbus Americas  
Chrysalis Global Consulting  
Dallas Airmotive  
FlightSafety Academy  
FlightSafety International  
GLMV Architecture  
Royal Caribbean Cruises  
The Saint Francis Foundation  
Signature Flight Support  
Slawson Companies  
SmartSky Networks  
Spirit AeroSystems  
USAIG  
Via Christi Health  
Wichita Eisenhower Airport