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## **Mercury Media Names Bob Sundheim Vice President of New Business Development** *Sundheim Will Grow Agency's Short Form and Performance Guarantee Businesses*

(Santa Monica, CA) May 20, 2011 – Mercury Media, the largest privately-owned, full service direct response media agency in the country, today announced the addition of Bob Sundheim as Vice President of New Business Development. Sundheim will be responsible for building the agency's popular Short Form and Performance Guarantee businesses by attracting new clients who are looking for superior performance from new and existing campaigns. Mercury Media introduced the first scalable pay-for-performance model available to short form direct response television advertisers in 2010, and the model has quickly become one of the agency's most popular and successful offerings.

"We have taken great care in building the most talented Short Form and Performance Guarantee teams in the business," said John Barnes, President of Mercury Media. "We believe Bob is perfectly suited to attract a stellar roster of new clients who are looking for the superior performance that only we can provide."

Prior to joining Mercury Media, Sundheim was the Manager of Business Development at Marketing Architects located in Minneapolis, Minnesota. During his time with Marketing Architects, Sundheim worked with clients across multiple verticals, including financial products, nutraceuticals, lead generation and intellectual property, developing and executing successful marketing strategies for both direct response television and radio. Past experience also includes radio advertising sales in Cleveland, Ohio, with stations that today are owned by ClearChannel, Salem and Elyria-Lorain Broadcasting.

"Generating new business is about more than obtaining new clients, it's about bringing in the right kind of clients through careful research and relationships," said Sundheim. "We take the time to test methodology, timelines and expectations for success and scale so we can launch a winning campaign and a lasting partnership."

Sundheim will operate out of Mercury Media's Santa Monica office.

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### **About Mercury Media**

Mercury Media is the largest privately-owned, full service direct response media agency in the country, headquartered in Santa Monica, California with offices in Marlboro, Massachusetts and Philadelphia, Pennsylvania. The agency launched the first full service Hispanic direct response specialty practice, Mercury en Español, in 2009. Established in 1989, Mercury Media specializes in long form, and short form direct response advertising and is committed to providing its clients with best-in-class measured media solutions across multiple platforms to achieve their strategic objectives and maximize their return on investment. By leveraging its unparalleled experience in direct response media and cutting edge analytics, the agency develops and executes innovative media campaigns that deliver superior results. For additional information regarding Mercury Media's clients, services and expertise please visit: [www.mercurymedia.com](http://www.mercurymedia.com). For original articles, please visit The Mercury Index Blog at [www.mercurymedia.wordpress.com](http://www.mercurymedia.wordpress.com). Follow us on Twitter: [www.twitter.com/mercurymediadr](http://www.twitter.com/mercurymediadr).