



TANNER FRIEDMAN

PROMOTES TOP PROFESSIONALS

APRIL 2018

TANNER FRIEDMAN STRATEGIC COMMUNICATIONS ANNOUNCES THE FOLLOWING PROMOTIONS OF ITS KEY CLIENT-FACING TEAM MEMBERS:

- **KIM EBERHARDT, Director** *(formerly Senior Account Manager)*
- **KRISTIN SOKUL, Director** *(formerly Senior Account Manager)*
- **LEXI CERILLI, Senior Account Manager** *(formerly Account Manager)*
- **TOM WEGEHAUPT, Senior Account Manager** *(formerly Account Manager)*

“Since our founding in 2007, we built a team that can work daily with our clients on a shared set of values,” said Tanner Friedman Co-founder Don Tanner. “Each of them is a respected communications professional.”

“Our team of colleagues remains our key differentiator,” added Co-founder Matt Friedman. “Our clients trust us to add value to their efforts to tell their stories and deliver their messages because of our collective experience and skill.”



EBERHARDT joined Tanner Friedman after serving as a vice president for marketing and communications at a professional services firm in 2012 and is a resident of Beverly Hills. She previously worked in marketing at one of the nation’s largest membership-based business organizations.



SOKUL has implemented a wide range of successful, award-winning communications campaigns in her nearly 15 years of public relations agency experience providing counsel, strategy and support for clients ranging from start-up entrepreneurs to international companies. She joined Tanner Friedman in 2008 and is a resident of Berkley.



CERILLI, a resident of West Bloomfield, started her career with Tanner Friedman as an intern, before going on to develop and implement multi-platform communications initiatives and campaigns for the firm’s corporate, professional service and nonprofit clients over the past several years.



WEGEHAUPT joined Tanner Friedman in 2014 after managing accounts for a web development firm and spending nearly a decade working in-house in communications at a global auto manufacturer. He is a resident of Novi.

ABOUT TANNER FRIEDMAN

Tanner Friedman is a strategic communications firm specializing in helping clients tell their stories through the development and implementation of innovative, targeted and multi-platform initiatives.

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