



stan felder

Title:

President, CEO

Employee Since:

December 1994

Responsibilities:

The “brand elevation” agency. To foster an agency environment that attracts and deploys strategic and creative talent to support the unique brand-elevating focus of the agency.

Client Experience:

Haworth – Office furniture	Zondervan – Publisher
Gordon Food Service – Foodservice distribution	Byron Bank – Financial services
Merillat – Kitchen cabinets	Erhardt Construction – Commercial construction
Altendorf America – Woodworking equipment	Stiles Machinery – Woodworking equipment
West Michigan Cancer Center – Cancer treatment center	Leuco Tool Company – Cutting tools
City of Kentwood – Local government	Gentex – Automotive Tier One supplier
Rowe International – Jukebox/game manufacturer	Amway Grand Plaza – 5-star hotel
D & W Food Centers – Retail grocery	Sales Consultants – Consultant
City of Portage – Local government	Cascade Engineering – Plastics
Priority Health – Health insurance	Viking – Fire protection systems
National Standard – Wire manufacturer	Old Kent Bank – Financial services
Empire National Bank – Financial services	Auto Owners Insurance – Insurance
United Chair – Office furniture	X-Rite – Color technology
Company Jet – Fractional jet ownership	Bilmar – Turkey products
Pinnacle Insurance Partners – Commercial insurance	Ingalls – Healthcare
Mary Free Bed – Rehabilitation Hospital	Gill Industries – Automotive
Wings of Hope – Hospice	Vista Springs – Assisted Care
Harbor Hospice – Hospice	Gerald R. Ford International Airport
West Michigan Cancer Center – Cancer Treatment	

Professional Experience:

Biggs|Gilmore Communications, Grand Rapids, MI – Senior Vice President, General Manager
Battle Creek Equipment, Battle Creek, MI – National Sales Manager

Education:

Postgraduate studies
Western Michigan University 1984 – 1985

B.A. Marketing
Michigan State University – 1973