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## R3:JLB Names Three Industry Veterans to Global Posts



CHICAGO, Oct. 25 /PRNewswire/ -- Client-Agency relationship consultancy R3:JLB announced three executive appointments designed to strengthen its global operations. R3:JLB was formed earlier this month when Jones Lundin Beals merged with Chicago-based consultancy R3—forming the first-ever global consultancy specializing in helping marketers improve the value and performance of their agency relationships.

"Like most global marketers, R3:JLB is seeking maximum improved global efficiency and effectiveness," says David Beals, CEO of R3:JLB. "With these three appointments we have the senior talent in place to deliver a consistent, best-in-class, multi-market approach to help our clients identify, pay and reward the best agencies."

**Mary Conrad** has been named Managing Director, North America, a new position reporting to Beals. Conrad will be responsible for leading the company's operations in North America. Conrad joined R3:JLB in 2002, serving most recently as General Manager of the Chicago office. She's led projects for a wide range of marketers including: Discover Financial Services, Levi Strauss & Co., Merisant. Conrad came to R3:JLB from Peapod where she served as Vice President of Marketing.

**Kim Kilchenmann** has been named Global Business Director, a new position reporting to R3:JLB's leadership team. Kilchenmann will be responsible for growing the company's global client business as well as coordinating the multinational efforts for global projects. Kilchenmann came to R3:JLB from Draftfcb where she served as Senior Vice President, Global Management Director responsible for leading global businesses SC Johnson, Haier, and Diners Club International.

**Rosario Cuellar** joined the R3:JLB team to serve as Senior Consultant, Latin America. Cuellar is based in Miami, FL, and is responsible for managing projects in Latin America on behalf of R3:JLB. She is the founder of Integra Marketing, a leading Hispanic marketing firm she will continue to operate. Cuellar has created Hispanic marketing programs on behalf of clients including Coca-Cola, Royal Caribbean and Miller Brewing Company. Prior to establishing Integra, Cuellar served as Director of Marketing and Communications, Latin America for Motorola.

### ABOUT R3:JLB

R3:JLB is a global consulting firm that specializes in helping companies find, compensate and productively manage marketing and communications agencies. Its core services include: Agency Search and Selection, Agency Compensation, Agency Performance Management. R3:JLB has worked with eight of the top-20 global marketers. For more information, visit [www.r3jlb.com](http://www.r3jlb.com).

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