



NEWS RELEASE | April 14, 2021

MARKETING VETERANS REUNITED AT HAVEN

Vanderground Rejoins McKendry as President of HAVEN

Grand Haven, MI -- The marketing firm, HAVEN | a creative hub, has added Jason Vanderground as President. In this new role, Jason will provide overall strategic, client and staff leadership, working alongside Bill McKendry, Founder and Chief Creative Officer of HAVEN.

By joining HAVEN, Vanderground and McKendry are building on a professional relationship that spans nearly 25 years. Jason previously spent 10 years, from 1997 to 2007, working for Bill McKendry at Hanon McKendry, a ground-breaking firm out of Grand Rapids, which grew to be one of the largest marketing firms in Michigan. While there, Jason served as the lead consultant for the firm's issue, cause and non-profit clients.

Following this role, Jason's career took him to marketing leadership positions at Spectrum Health, a top healthcare system; Steelcase, the leading global furniture maker; and Irwin Seating, the leading maker of public seating. During that same period, he also earned an MBA from Western Michigan University. All the while, the two stayed in contact and collaborated on numerous projects.

In joining HAVEN, Jason brings vast expertise in business, brand and marketing communication strategy, implementation and management for manufacturing, healthcare, education, consumer goods, retail and non-profit organizations. "He has a tremendous track record for elevating and managing large, integrated marketing initiatives and has done so for organizations of all types and sizes," said Bill McKendry.

Together at HAVEN, McKendry and Vanderground are blending their creative and strategic experience to generate exceptional value for clients and further differentiate the agency. "I have always appreciated Bill's creativity, entrepreneurial spirit, and passion for stronger messaging to build sustainable competitive advantages," said Vanderground.

"Rejoining Bill and cultivating the HAVEN model of building from an exceptional core team of client service and creative individuals paired with a carefully curated network of specialists who help us create fresh ideas and compelling work, is a dream come true," explains Vanderground.

HAVEN | a creative hub officially launched in January 2018, is a creative marketing firm located in Grand Haven, Michigan. Bill McKendry, co-founder of the former agency Hanon McKendry, started the firm after Hanon McKendry was acquired by Indianapolis-based, JDA Worldwide. HAVEN operates from a unique agency model where creative resources are custom matched and blended for client needs and specific assignments. While the agency has a small staff, it draws most of its talent from a network that McKendry has curated during his 30+year career creating nationally recognized work.

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