

March 4, 2008 - Andrew Ferrin joins 4-H as the CMO

For Immediate Release:

National 4-H Council Names Andrew J. Ferrin SVP of Marketing and Communications

CHEVY CHASE, Md.—Donald T. Floyd, Jr., president and CEO, National 4-H Council, announces the appointment of Andrew J. Ferrin to the position of senior vice president, marketing and communications. In this role, Ferrin will develop creative ways to position the university-based 4-H Youth Development Program in the marketplace and effect system-wide adoption of a significant brand management program for the grassroots organization. He joins National 4-H Council March 24.

“Andy Ferrin is a versatile leader with demonstrated expertise in strategic planning, business development and the execution of integrated communications campaigns,” said Floyd. “His 20 years of brand management experience across all marketing platforms is invaluable to National 4-H Council as we work with the 4-H Youth Development movement to strengthen the 4-H brand.”

Ferrin comes to National 4-H Council from Porter Novelli, where he was executive vice president, director, advertising account service and chief operating officer of PN2, Porter Novelli’s global business unit responsible for advertising, interactive, account planning and broadcast media services. During his tenure, Ferrin led a business development effort that doubled PN2’s revenue by developing effective communications campaigns for corporate, public affairs and non-profit accounts.

Ferrin has also been director, client services, North Light Communications; and assistant director, strategic planning, CIGNA Corporation. His many clients have included the Propane Education & Research Council, Internal Revenue Service, Busch Entertainment Corporation, Abundant Forests Alliance, International Paper, HP, Penske, Cincinnati Children’s Hospital, U.S. Department of Agriculture, American Chemistry Council, General Dynamics, American Institute of Physics, Doubletree Hotels, Science Magazine and U.S. Postal Service. Ferrin has a master’s degree in business administration from the Simon School of Business at the University of Rochester. He is a summa cum laude graduate of the University of Rochester with a bachelor’s degree in economics.

4-H is the nation’s largest youth development organization, serving more than 6.5 million young people across America who are learning leadership, citizenship and life skills. National 4-H Council is the national, private sector, non-profit partner of the 4-H Youth Development Program and its parent, the Cooperative Extension System of the U.S. Department of Agriculture. Visit www.4-H.org to learn more. ###

Photo Available Upon Request
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