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Doug Moore
Chief Commercial Officer

Moore brings even more food and CPG expertise to Haberman's talented leadership team

[Haberman \(https://modernstorytellers.com/\)](https://modernstorytellers.com/), a full-service marketing communications agency with a 25-plus-year history of modern storytelling for media and marketing, has named veteran marketing leader Doug Moore as its Chief Commercial Officer (CCO). The CCO role is newly created to reflect the agency's strong momentum and ambition to further accelerate its clients' societal impact and growth. "Our mission of telling the stories of pioneers and pioneering brands is resonating now more than ever," reflects Fred Haberman, co-founder and CEO. "Yes, the world is a bit chaotic. Yet there are good people doing amazingly positive things every day. Adding Doug to our phenomenal team further solidifies the firm's love for making a difference and increases our ability to support entrepreneurial leaders in making significant impact in their industries."

Coming out of the pandemic, as companies re-assessed their marketing priorities, Haberman's mission orientation and entrepreneurial methods have clearly resonated. The firm has secured major new relationships with Affinity Plus Credit Union and The Minnesota Department of Health, as well as a handful of other significant wins including Earth's Own Food Company and Plantspired (a Nasoya company), among others. All the new partnerships are agency of record (AOR) relationships with full digital media activations, which is another reason to tap Moore's expertise now.

"Landing a marketing and advertising leader with Doug's breadth of experience is a testament to the amazing work our team is doing" said Brian Wachtler, president + partner, Haberman. "Doug has successfully built, turned around or grown big and small brands alike, and he has pioneered new methods to do so in an industry sorely needing transformation. He has risen to the senior most leadership positions inside large and small agencies here in Minnesota and in New York, at General Mills as VP Advertising & Media, and at one of the premiere consulting firms in the world, Bain & Company. He understands as well as anyone how to unlock bigger returns on marketing investments. So, we're more than thrilled to have him help our team build new capabilities and generate wins with our clients. The 'Modern' piece of our 'Modern Storytelling' approach is only going to deepen with Doug on board."

Doug joins Haberman from Bain & Company, where he served as Expert Partner since Bain acquired digital marketing agency FRWD in 2018. He was President and Partner at FRWD for four years prior to that acquisition.

"I am no stranger to Haberman and the work they do – both as a participant in the U.S. Pond Hockey Championships, and as a local admirer of their deep commitment to growing so many pioneering natural and organic brands," said Moore. "They understand that the velocity of change outside the agency and client marketing worlds is much faster than the pace of change inside. Clients need help developing and distributing their stories in new ways. It's the opportunity of a lifetime for me to help do that with such a talented, passionate and mission-driven culture. Haberman clients truly care about making a difference – what better environment to be in every day?"

"We have known Doug for several years and have admired one another's work from afar," said Sarah Haberman, co-founder of Haberman. "We were thrilled that the stars aligned to bring us even closer together. Like the rest of our team, Doug is a pioneering thinker who loves the work, but is most importantly, a kind human being who is passionate about leaving a legacy of making a positive difference in the world."

[Learn more about Doug on LinkedIn. \(https://www.linkedin.com/in/dougmoore/\)](https://www.linkedin.com/in/dougmoore/)

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