

## **Millions of Us Hires Goodby, Silverstein Executive**

Millions of Us LLC, an agency specializing in virtual worlds and large online communities, has hired Brian Dunbar as Executive Vice President, Client Services. Reporting directly to CEO Reuben Steiger, Dunbar will oversee business development, strategic planning and account management. Prior to joining Millions of Us, he spent more than seven years at Goodby Silverstein & Partners as an Associate Partner and Group Account Director responsible for overseeing a number of high profile clients.

San Francisco, CA (PRWEB) May 19, 2008 -- Millions of Us LLC, an agency specializing in virtual worlds and large online communities, has hired Brian Dunbar as Executive Vice President, Client Services. Reporting directly to CEO Reuben Steiger, Dunbar will oversee business development, strategic planning and account management. Prior to joining Millions of Us, he spent more than seven years at Goodby Silverstein & Partners as an Associate Partner and Group Account Director responsible for overseeing a number of high profile clients.

"Virtual worlds and social media are starting to affect our clients' bottom line. As we deepen our relationships with the world's largest and most visionary brands, we need senior leadership that can imagine and deliver world-class work," said Reuben Steiger, CEO, Millions of Us. "Brian's depth of experience and creative sophistication make him the perfect choice for the role."

Dunbar brings over two decades of award-winning advertising and marketing experience across a variety of industries He has worked with many marquee brands including American Airlines, E\*TRADE, eBay, Saturn, Adobe, Frito Lay, and Budweiser. He also worked with the Mayor of San Francisco to develop and promote SF Connect, a new volunteerism program that has attracted tens of thousands of volunteers for charitable city programs. During his tenure at Goodby, Silverstein & Partners, he was a guest lecturer on branding and advertising at Stanford, UC Berkeley, UC Davis, and the University of San Diego.

Prior to joining Goodby, Dunbar was at DDB Dallas for 10 years where he rose to become Director of Business Development and a Group Director.

"Social media and virtual worlds are growing exponentially and are creating a huge opportunity for marketers. Millions of Us is quickly establishing itself as a leader in this new marketing frontier and I am tremendously excited to join their leadership team," said Dunbar.

### About Millions of Us LLC

Millions of Us LLC is an agency specializing in virtual worlds and large online communities. Founded in 2006 and based in San Francisco, the agency's clients include 20th Century Fox, Warner Bros., Toyota, Microsoft, and Intel.

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