

Advantage Names Domier President

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IRVINE, Calif. — Advantage Sales & Marketing announced on Wednesday that it has promoted longtime company veteran Tanya Domier to President and Chief Operating Officer of the sales and marketing agency.



Tanya Domier

Domier, who will report to Sonny King, chairman and chief executive officer, spent the first 10 years of her career at ASM on the sales side of the business, and the last 10 years on the marketing side. She had been a vice president at ASM.

In her new role, she will have responsibility for worldwide oversight of ASM's sales and marketing business units, along with a newly created business innovation group.

"In her new capacity, Tanya will help ASM continue to expand our leading market position in the sales and marketing agency arena," King said in a prepared statement.

ASM is one of the "Big Three" national sales and marketing agencies, along with Crossmark and Acosta. It has revenues "approaching \$1 billion," the company said.