

Work faces

Promotions

■ Grapevine-based GameStop Corp., a family of specialty retail brands, has announced the promotion of **Mike Buskey** to executive vice president and president-U.S. stores. Buskey joined GameStop in 2010 as senior vice president of human resources focusing on building GameStop's overall organizational capability. His senior



Buskey

leadership experience includes a unique blend of operations and HR, which has allowed him to create strategic alliances throughout the organization to achieve better business results. Before GameStop, Buskey was senior vice president of human resources, U.S. store operations for The Home Depot, responsible for leading the company's HR activities for approximately 2,000 stores across the U.S. A 32-year veteran in the retail industry, Buskey has also had a distinguished career as an operator for Oshman Sporting Goods, Circuit City and Wherehouse Entertainment. He earned a bachelor's degree in English from the University of San Francisco and spent eight years as a professional baseball player, finishing his career with the Philadelphia Phillies in 1978.

■ BrandEra Inc., a full-service advertising, public relations and strategic marketing agency representing clients in sectors ranging from manufacturing to municipalities in Fort Worth, has recently promoted **Michele Tidwell** to production manager. Tidwell has worked with BrandEra since 2007 and now handles an array of print and media projects.



Tidwell

New hires

■ **B2B CFO** recently announced that **Dave**

Davenport has reunited with the firm's Texas practice as partner and will be based in Arlington. Davenport brings more than 30 years' experience in both public accounting and private industry. Before joining B2B CFO, Davenport was chief financial officer at Buford Thompson Company in



Davenport

White Settlement. Previously, Davenport worked with a national (Big 4) public accounting firm as well as a local public accounting firm before building and managing his solo public accounting practice. Specializing in construction, retail merchandising and inventory control/management, he has worked in industries including manufacturing, oil and gas drilling and production, healthcare, grain distribution, cattle trading and retail merchandise. Davenport will focus on organizational management services, as well as assisting business owners and managers with on-site CFO services and exit strategy services for small and mid-size businesses in the Dallas-Fort Worth area. He graduated from the University of Texas-Arlington and is a licensed CPA.

■ BrandEra hired **Ali Baer** as an account ambassador to assist the agency in managing account services. Baer is currently managing municipal and digital accounts.



Baer

The agency also hired **Dara Fulton** as assistant creative to Reecanne Joeckel. Fulton assists with copywriting, creative conceptualization and digital accounts. Principals **Beth Owens** and **Reecanne Joeckel** celebrated the 10-year anniversary of BrandEra recently. The pair had a record-breaking year in 2014, both in revenue and in client growth.



Fulton

