



For Immediate Release

Sarah Miller Appointed Partner at Performance Marketing Group

WEST DES MOINES, Iowa (April 30, 2019) – [Performance Marketing](#), a West Des Moines-based, full-service marketing agency announces the appointment of Sarah Miller to the partnership team. Miller was officially named partner in early 2019, and joins four other partners in the new ownership role; Kevin Lentz, president and CEO; Matt Glynn, vice president and COO; Jim Swanson, vice president and creative director; and Jeff Regenold, vice president and creative director.

In addition to her role as director of account service for the group of companies, which includes [Performance Marketing](#), [Blue Traffic Digital Marketing](#) and [Shift Interactive](#), Miller will now be heavily involved in defining and implementing the strategic direction of the company as part of the ownership team. Miller will also continue her duties of managing the team of account service and project management personnel, while also driving client development efforts.

According to the Performance Marketing ownership team, since Miller joined Performance Marketing in June of 2016, she has made positive impacts as an integral part of the leadership team. “From day one, Sarah has proven herself to be an invaluable resource for our team members, the existing partnership team and our clients,” said Kevin Lentz, President and CEO at [Performance Marketing Group](#). “The decision to invite Sarah to be a partner was an easy one, and her natural leadership skills, strategic thinking and client-centric approach will ensure the continued growth of our company and our ability to provide outstanding service to our clients.”

Miller has an impressive track record in account management and leadership roles with marketing agencies spanning over 25 years. Before joining Performance Marketing, she served as the Group Account Director at Meredith Xcelerated Marketing (MXM) where she led strategic initiatives for MXM’s client base and helped usher the in-house agency through many stages of growth. Prior to her time at Meredith, Miller held account management and leadership roles at Relationship Marketing and CMF&Z. She holds a bachelors degree in journalism and mass communication from Iowa State University in Ames, Iowa.

Performance Marketing has locations in West Des Moines, Iowa and St. Paul, Minnesota and employs over 80 team members. For more information about Performance Marketing, please visit pmgdsm.com.

About Performance Marketing

Performance Marketing is a full-service marketing agency based in West Des Moines, Iowa. The company was founded in 1999, and since then has grown to be one of the premiere boutique marketing agencies in the country, representing high-profile companies in the general manufacturing, landscaping, home & shelter, and outdoor recreation industries across the United States and abroad. To learn more, please visit www.performancemarketing.com.

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