



Advance to Avance

to get your message into the public
mindset

Experience and Teamwork

Avance brings together communications professionals of exceptional skill. We have the talent and creative capacity to capture the essence of each project and develop memorable campaigns using both the written word and visual media. Our team of designers, writers, editors, project managers and diversity specialists work well with corporate, nonprofit and public sector accounts. Please see below for a summary of experiences that bring collective weight to help clients reach their desired goals:

Acquanetta H. Pierce, president & CEO draws upon a collaborative process, to help guide and inspire the Avance team working with staff and other agencies in flexible arrangements. Over her 25-year career she has served as director of communications for two high-tech firms and as a senior public relations specialist for General Motors Corporation. She founded Avance Communications Inc. in 1996 with a target of serving large corporations and small entrepreneurs with quality products and outstanding service. In addition, she is an avid downhill skier and world traveler who also teaches workshops at her church.

William L. Hurt, executive vice-president & COO brings 20 years of public relations and marketing communication expertise to the Avance Team. He adds the dimension of educator and public sector consultant with vast experience in public utilities, telecommunications companies conducting media training, issues management and ballot initiatives. William is also a culinary wizard, avid golfer, reader of historical novels and was a partner in a successful downtown Detroit restaurant and nightclub.

Winston L. Glass, Jr. executive vice-president, Business Development, Avance Communications, Inc. has more than 35 years of experience in sales, marketing and new business development. Glass has been responsible for recruiting, training and developing local and national marketing and sales teams. One of Glass' career highlights was his participation and completion of the Chrysler Dealer Development Program, which resulted in him owning two automotive dealerships. Other phases of Glass' career include sales and marketing in healthcare and labor relations. Glass has excelled throughout the years in the discipline of sales, marketing and business development; and has turned around organizations, managed seven figure budgets and exceeded his sales' goals.

Taylor Griffin, Account Executive, specializes in media and community relations and event coordination. She is involved in all aspects of media relations, including writing news releases, conducting research, as well as copy development for collateral materials. Taylor is also responsible for tasks that include, organizing events for clients and attending various meetings. In the fall, Taylor will continue at Wayne State University, working towards her Bachelor's Degree in Sports and Entertainment promotions.

Freddie Thompson, is the design coordinator who manages production activities for the agency's graphics department. His responsibilities include creating design and illustration for print materials such as brochures, newsletters and advertisements. His other duties include providing client project specifications and quotes. His personal interests include creative writing, illustration and the study of ancient civilizations.