



For immediate release

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Archer Promotes Derins and Miller to Managing Partners

WILMINGTON, Del., May 26, 2011 – The Archer Group, the region’s fastest growing full-service digital marketing agency, today announced the promotions of Archer Principals Michael Derins and Todd Miller to Managing Partners.

Partners Lee Mikles and Patrick Callahan founded Archer in 2003. Miller and Derins joined the leadership team in 2005 and 2007, respectively. Guided by this team, the organization has enjoyed tremendous growth, working with many of the region’s most admired brands and growing to more than 50 full-time employees. The company has earned numerous accolades along the way, including *Inc. Magazine* and “Philadelphia 100” fastest growing companies, Delaware’s Best Places to Work, and more than 100 agency awards.

The company’s client roster includes: Armstrong, Barclaycard US, JPMorgan Chase, Comcast, Delta Dental, the DuPont Co., Herr Foods, Kobrand, Pfizer, SunGard and Wawa.

Mikles and Callahan will continue providing guidance as Co-Chairmen of the Board and advisors to the company.

“This plan has been in the works for over a year, allowing for a seamless transition of daily leadership,” Mikles said. “Mike and Todd have the experience and the vision for growth that is needed to drive the company forward.”

“Mike and Todd have had a strong hand in building Archer to the success it is today,” Callahan said. “I’m excited for the future of Archer under their leadership.”

“We are delighted to assume the executive leadership roles at the company Lee and Patrick started eight years ago,” said Miller. “It is an incredibly exciting time for Archer. We are thrilled to continue our vision for the future,” Derins added.

About The Archer Group

The Archer Group (www.archer-group.com) is the Delaware Valley’s fastest growing full-service digital agency, offering brands a single integrated partner for digital marketing solutions. The unique integration of creative, technical, and user experience professionals enables Archer to create a wide range of offerings that include: website development, mobile application creation, online advertising, and social media solutions.



Founded in 2003, The Archer Group has received numerous regional and national awards for digital marketing and technology excellence. It was featured in both the “Philadelphia 100” and *Inc. Magazine* lists of the fastest growing companies. The *Wilmington News Journal* also named Archer the best small-business workplace in Delaware. The Archer Group is based in Wilmington’s Lower Market Design District (LOMA).