



Business People: Daymon names Cooper as new CEO

Appeared on date: December 13, 2010

By: Richard Lee

Stamford-based Daymon Worldwide has appointed Carla Cooper, a veteran of the consumer packaged goods industry, as the company's chief executive officer and president, effective Jan. 1. Cooper, a Daymon Worldwide board member since last year, succeeds company co-founder Milton Sender, who will retain his role as chairman of the board at the world's largest private brands and consumer events company. Allan Noddle, who served as interim president, will return to the board of directors. As the second CEO in Daymon Worldwide's 40-year history, Cooper brings to the role almost 20 years in senior management positions at Coca-Cola, PepsiCo, Procter and Gamble and The Kellogg Co. Most recently, she was senior vice president of the Quaker, Tropicana and Gatorade sales organization. Daymon has more than 200 locations in more than 20 countries.

Steven Rosenberg has joined Western Connecticut Healthcare, a health network made up of Danbury Hospital, New Milford Hospital and affiliated organizations, as chief financial officer. He comes to Western Connecticut Healthcare with more than 30 years of experience in hospital and system management and integrations, physician initiatives and capital financing for major construction projects. He has a bachelor's degree from the University of Connecticut and a master's in business administration degree from the University of New Haven.

David Lewis, founder and president of OperationsInc, a human resources, outsourcing and consulting firm in Stamford, has begun serving a four-year term on the Connecticut Business & Industry Association's board of directors. CBIA is the state's largest business organization, with 10,000 member companies. The board of directors approves the organization's plans, policies and strategies, and in particular, focuses on ways to make Connecticut a better place to do business and create jobs. The Stamford resident founded OperationsInc in 2001, leveraging a 24-year career in human resources and operational management for leading firms, including Merck-Medco, Computer Associates, Cheyenne Software and Teltrust.