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On The Move

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Florence Buchanan joined Deutsch as senior vice president, group creative director, handling the agency's newly won \$30 million account for the Westin and Sheraton brands of Starwood Hotels & Resorts, the agency said. She reports to Kathy Delaney, managing partner, executive creative director at Deutsch in New York, as one of four senior vice presidents, group creative directors at the New York shop. Buchanan arrives from J. Walter Thompson in New York, where she was creative director, partner.