

## Office Space

For public relations executive Maxine Winer, working on reputations can be "heavy stuff," so she tries to keep it light, add some fun. **Page 2**

## Out to Lunch

Gioco, Italian for "game," doesn't play around as it serves up some serious rustic Italian food in its South Loop location. **Page 2**

## Book review

Understanding the three-step "habit loop" is key to changing behavior in people's lives at home and work, and it can affect corporate profits. **Page 3**

# Chicago Tribune BUSINESS



**David Jensen, communications chief, Rotary International**  
Jensen will direct all internal and external communications operations at the humanitarian service organization based in Evanston. He will oversee a staff of 115 covering public relations, Rotary's website, the Rotarian magazine and language services.



**Angiela Zielinski, executive director, Juvenile Protective Association**  
Zielinski is charged with helping the association reach in-need communities, families and children. She has held various leadership rolls at the agency, helping launch its Building Bridges to North Lawndale project.



**Don Thompson, CEO, McDonald's**  
Thompson will succeed Jim Skinner, who is retiring this summer, and oversee the company and its more than 33,000 McDonald's restaurants in 119 countries. Thompson has been president and chief operating officer, directing global strategy for the fast-food chain, since 2010.



**Trish Maxson, chief human resources officer, Jones Lang LaSalle**  
Maxson will direct Jones Lang LaSalle's human resources strategies globally to ensure alignment with its strategic objectives, company values and the recruitment and retention of top talent.



**Megan Kashner, chief executive, Benevolent.net**  
Kashner founded the organization in December 2011 with the goal of partnering with other nonprofits to identify, validate and help meet the needs of impoverished or high-risk individuals.



**Jason Bryant, chief engineer, CAN TV**  
Bryant is responsible for designing, building and maintaining systems used for channel delivery, training and video production. He comes to CAN TV from the Big Ten Network, where he was assistant chief engineer.



**Kate Brannelly, marketing and business development director, CTLGroup**  
Brannelly is partnering with the firm's Practice Group chairmen to lead the marketing and business development plans for each segment, according to the strategic direction of the firm.



**Rod Schrader, chief executive, Komatsu America**  
Schrader will replace Dave Grzelak, who will remain chairman through June 2013. Schrader began with the company in 1987 and most recently was its executive vice president and general manager of the mining division.



**Derek Green, executive creative director, Cramer-Krasselt**  
Green comes to the Chicago ad agency from Saatchi & Saatchi Switzerland, where he was chief creative officer. He began his career with Saatchi & Saatchi New Zealand in 1994 before launching a creative consultancy in his native Australia.

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