

MediaPost

**ALL
STARS**

2022

★ **Marketing All-Star**

Evan Jones

CMO, Fender

Under the direction of Evan Jones, legendary guitar makers Fender have successfully shredded their way into the minds of a generation born a decade after the famed inventor and company founder Leo Fender passed. As CMO, Jones and his team have ensured that the Stratocaster doesn't become your dad's old guitar.

With initiatives like "Stratoverse," — a virtual reality island shaped like one of the iconic guitars — collaborations with TikTok creators, and astounding campaigns such as the one behind the American Professional II series with the tagline "The One. For All," Fender has not only captured a new generation of musicians but has also successfully transitioned from a historically trade-based brand to one that is consumer-centric.

"I'm super proud of how far we've come," says Jones. "But we're also building on a head start that comes from 70 years of making some of the most beautiful instruments in the world."

Jones pulls on extensive experience to make this happen. He's been at Fender for the last seven years but has also led teams at headwear company New Era, video game producers Activision, and shoemakers DC Shoes. One of his key memories involved working with the late basketball player Kobe Bryant at Nike.

"He used to talk about chasing greatness," Jones remembers. "He was so driven, and his relentlessness has always stuck with me."

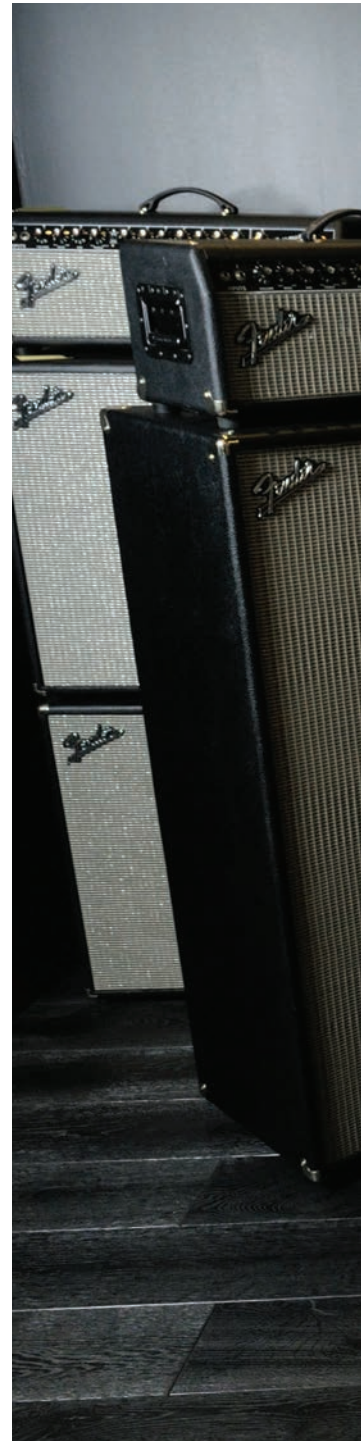
At Fender, he has focused heavily on moving into the digital space and expanding the guitar maker's audience beyond its predominantly male demographic. Under Jones' direction, the brand

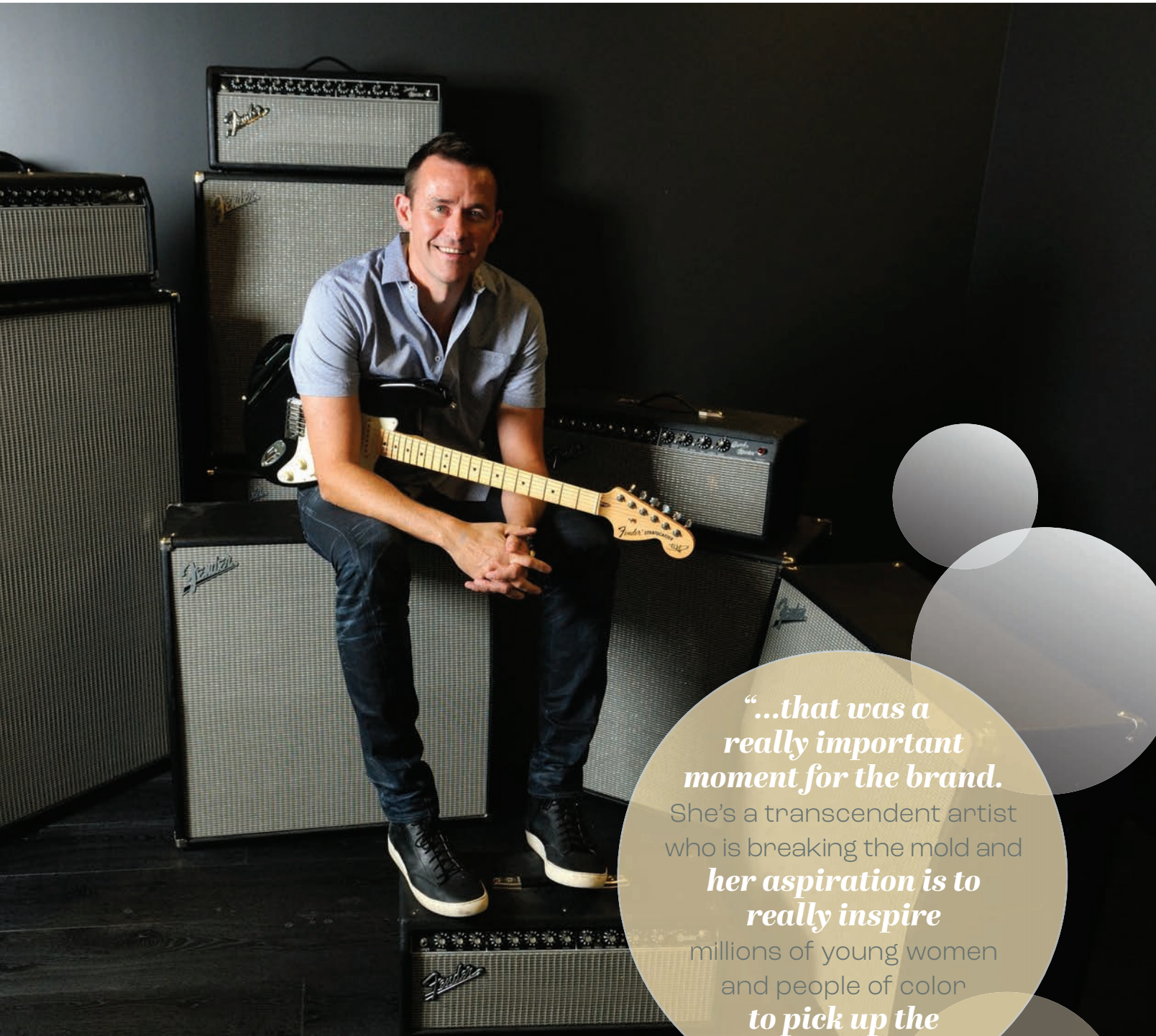
launched its first signature guitar under a Black female artist, Gabriella Wilson, professionally known as H.E.R.

"I think that was a really important moment for the brand," says Jones. "She's a transcendent artist who is breaking the mold, and her aspiration is to really inspire millions of young women and people of color to pick up the guitar."

TikTok makes perfect sense for Fender, since it's inherently audio-based. Their collaborations with leading creators there have connected them with the younger audience, and their own channel has grown to almost 2 million followers since it launched in September.

Out of their investment in the digital arena has also come the online learning app for guitar, bass, and ukulele, Fender Play. Originally a subscription service, they made the platform free for a limited





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time when the pandemic began in 2020, and more people than ever were turning to pick up a new instrument in their spare time.

To Jones, all of these efforts are about creating community. He ensures that Fender walks the walk when it comes to this mission. Through the Fender Play foundation, 15,000 children in Los Angeles to date have received instruments, and on top of that, the company backed a ballot initiative in the city

that passed this year that would create an annuity to fully fund music education across the state of California.

“At the end of the day, we’re committed to getting more guitars into more peoples’ hands,” he says. “Because if we’re successful, what we’re really doing is putting more music in their hands.” **Lukas Harnisch**



★ **Marketing All-Star**

Carl Loredo

CMO, Wendy's

Under the guidance of Chief Marketing Officer Carl Loredo, since 2019, Wendy's has seen some of its most ambitious years.

Online, the brand has gained quite a reputation setting itself apart in a social-media scene saturated with clean corporate accounts and often gaining attention through snarky tweets.

That attention has turned into real-world success.

Under Loredo's direction, they launched a new breakfast daypart in a market packed with established breakfast quick-serve restaurants.

The odds were stacked against them, but their market share now rivals those of competitors that have been in the game for nearly 50 years.

They have also made innovative strides in a field that many of their rivals are hesitant to enter. The Wendyverse, which was built in Meta's Horizon

Worlds, is a great example, and one that Loredo is incredibly proud of.

"Building the Wendyverse in Meta's Horizon Worlds from the ground up with creators has been an exciting venture for us," he says. "While others have been simply playing the game, we've been creating it. Truly a first of its kind, the Wendyverse bridges the best of today with tomorrow and provides fans a new form of community to connect with us, and each other."

That's just one of the ways that Wendy's is virtually reaching consumers. At the launch of *Animal Crossing: New Horizon*, the brand live-streamed footage of the game using the Wendy



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persona to advertise its free delivery service.

Watching a corporate persona play a video game was a first for many in the community — and at its peak, the stream garnered 16,000 viewers.

Loredo and his team continued to focus on the gaming community with an exclusive Uber Eats menu created by and for gamers so they would “Never Stop Gaming.” The company partnered with popular streamers to promote the campaign and gave out prizes in orders.

For Loredo, all these efforts are perfectly in line with the company’s mindset. “Everything we do at Wendy’s starts and ends with the consumer,” he says. “‘Customer-first’ is not just a mindset or a mantra for us; it’s the magic that sets the Wendy’s brand experience apart from all the other quick-serve restaurants.”

He has brought veteran levels of experience to his leadership and has been a part of and led teams at PepsiCo and Craftmade International, collecting

several accolades along the way. Over time, he has learned that it is important to be strategic about what trends to attach his brand to.

“It’s never been the Wendy’s way to simply pounce on the latest trend,” he says. “We’re purposeful in our campaigns and partnerships, ensuring we deliver at the right time, in the right place, with the right message for our brand, and our fans.”

“We’re all about meeting our fans where they are — listening to their passions and showing up for them in unique and engaging ways,” he says. “We know who

we are, what we stand for, and who our fans are. In 2023, we’ll continue to be at the forefront of culture and show up for our fans where others have let them down.” **Lukas Harnisch**

**LITTLE MISS
I’M NOT MEAN
I’M SARCASTIC**





★ *Marketing All-Star*

Tina Mahal

SVP – Marketing, Frito-Lay

Snack food may be a guilty pleasure – but the campaigns can be compelling. As senior vice president, marketing for Frito-Lay, part of PepsiCo, Tina Mahal directs creative campaigns for popular food brands such as Cheetos, Doritos and Tostitos.

A big shoutout: The nearly 20-year company veteran spearheaded Frito-Lay's debut partnership with the 2022 FIFA World Cup, making the product the first salty snack collaborator in the game's history.

And she added star power by leveraging its legendary players, such as Mia Hamm and David Beckham.

Soccer is the fastest-growing sport in North

America, and the company pushed its new sponsorship to acknowledge that reality.

The result? The campaign garnered more than 4 billion earned-media impressions, and made Fritos the snack du jour for the game.

In fact, before taking on her role of senior vice president earlier this spring, Mahal served as vice president, brand marketing at Frito-Lay.

In this capacity, she grew the brands' businesses



— leading the dips' businesses to 2.7 points of share gain and achieving 10% growth on all brands as of this spring.

Mahal also aligned brand values with consumers. "This year, we leveraged one of the most iconic brands in baseball — Cracker Jack —

and flipped the script to celebrate the stories of women breaking barriers in sports by introducing Cracker Jill," says Mahal.

Five depictions of Jill on special-edition bags highlighted empowerment to girls.

With 9.2 billion earned impressions, Cracker Jill achieved 41% overall share of media impressions against other brands activating around MBL Opening Day. It also showcased society's diversity.

"Our goal was to demonstrate our commitment to expanding the representation of women in sports in action — putting even more financial support behind it through a \$200,000 donation to the Women's Sports Foundation," she says. In addition, 6,000 donations have been made to the foundation via CrackerJill.com.

"What is timeless about good creative advertising is the need for a compelling insight," Mahal adds. "Consumers are interested in how you turn an insight into entertainment or something that is relevant to them." To her, authenticity is paramount.

Prior to PepsiCo, Mahal was part of the SC Johnson Ltd. marketing team in Canada, where she worked on brands such as Raid Off!, Ziploc and Windex.

But Mahal is committed to looking ahead, not back. Noting the great innovations in the media space, she is determined to be at the forefront.

"At Frito-Lay, we have a world-class media team and valued partners, and we are constantly challenging ourselves to be experimental in this space. We know that consumers juggle more screens than ever before — with 51% of Gen Zers checking their phones every few minutes. We take this insight into consideration when developing media plans, and we push for some element of experimentation in every big campaign we do."

Success is not just quantitative; it's also qualitative.

"I try to lead with kindness, empathy and high expectations. Like most leaders I like challenge and I like to see progress," she says. "With all the volatility in the world, I've learned being a good leader and having high empathy can go hand in hand." **Fern Siegel**



If you scan Delphine Fabre-Hernoux's LinkedIn profile, you'll see that she has spent her career straddling two industrial worlds: advertising and Big Tech. But it is the correlation of the two that has given a unique perspective of a third world: the one we all live in as consumers of advertising, media and technology, as well as the products and services they sell.

"I've had two lives," the Wavemaker Chief Data & Analytics Officer explains. "One life with big tech companies and one life with agencies. And now I am using the life I lived inside big tech companies to help the agencies."

Specifically, Fabre-Hernoux has built a new kind of research, data, analytics and insights group inside Wavemaker, an agency already well-known for its data-processing chops.

Fabre-Hernoux, who joined Wavemaker in

 **Media All-Star**

Delphine Fabre-He

2021 after serving as Amazon's global head of advertising insights sharing and data governance — as well as alternating stints at Publicis, Facebook, Denstu, Microsoft, and CBS Interactive before that — says that privileged access to the inside thinking about and application of some of the most powerful consumer data insights in the world is what prepared her to innovate the way Wavemaker, and by association, parent GroupM, handle it.

She describes the current consumer and data insights marketplace as “chaotic,” but says it is her well-organized and disciplined approach — character traits she learned during her family upbringing, especially from her father, as well as her formal European education — that has made her uniquely suited to innovate it.

“I grew up in a family where my dad really encouraged me to think and ask questions,” she recalls, adding: “And to constantly think out of the box and to read and learn.”

That's why she spends much of her time reading academic journals and research papers that have nothing to do with advertising, media or technology in order to discover new ways of thinking about — as well as modeling — how advertising can work better.

One of the first ways she did that after joining Wavemaker was to do it organizationally, by setting up a unique data and analytics infrastructure she dubbed “MIS.” But not MIS in the traditional sense of that acronym (management information systems), but a new kind meaning “marketing intelligence & insights” — with a heavy emphasis on intelligence and insights.

Here, she credits collaboration with GroupM and its sister agencies, and describes the innovation she has been contributing to like a team sport, noting: “In a big organization it's very difficult to have a lot of people working together and moving in the same direction.”

And when it comes to directions, Fabre-Hernoux is just as likely to zig when others are zagging, as long as it leads to a better result.

Case in point: When the ad industry and its data supply chain were faced with the deprecation of consumer identity signals following Apple's privacy framework — and soon, Google's third-party cookies — instead of trying to figure out workarounds in the way that many of its peers and suppliers have focused on, Fabre-Hernoux came up with a novel solution: contextual targeting.

Instead of trying to find new ways to discover people's identities, she has championed new, more sophisticated ways of using data about the media people use — channels, platforms, content, etc. — to understand who they are and how to target them.

Interestingly, that is the way most advertising was targeted before the emergence of digital cookies and device IDs, and it is her contention that it can work just as well as — and maybe even better than — trying to harvest and stockpile data about explicit consumer identities and behaviors.

And it's equally important that she says this can be a far more efficient process than warehousing volumes of consumer data, and mitigates the risks of running afoul of regulators and consumer privacy advocates too.

“I want to walk away from PII completely,” Fabre-Hernoux told MediaPost as she began implementing her contextual-targeting strategy early last year. Instead of personally identifiable information, Fabre-Hernoux and her MIS team are focused on developing new models for enhancing contextual targeting and educating clients on how to use it and what they can learn from doing it. **Joe Mandese**

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rnoux Chief Data & Analytics Officer,
Wavemaker



★ *Media All-Star*

Michael Gullaksen

CEO, NP Digital

An agency's success begins at the top. A positive culture supports change and creates a place where productive people want to work.

NP Digital, headquartered in San Diego, California, has experienced a 50% increase in full-time employees during the past year.

NP Digital's annual revenue forecast in 2022 is estimated to surpass \$100 million. Of its \$32 million in revenue growth, 61% came from new clients and 39% from offering premium versions and cross-selling services to existing clients. Non-U.S. revenue grew by 397%.

The person behind those achievements at the top of the agency is Michael Gullaksen, CEO, NP Digital. Gullaksen deserves the title of 2022 MediaPost Media All Star, if for no other reason than his humble approach when talking about the agency's achievements rather than his own.

When talking about the agency's global expansion and branding, he attributes the

company's growth to employees across the organization — about 756 employees. NP Digital has offices in seven countries, but employees support clients in 15 countries. Some customers do work in 50 countries.

“Getting everyone marching in the same direction with one real goal of having a global enterprise business that can support any customer any size anywhere is aspirational,” he says. “It’s the most monumental task we’ve taken on.”

Gullaksen wanted to work in marine biology or as a dentist when he was in high school, but he never imagined he would become the CEO of a performance-based agency.

“I was graduating college in early 2000,” he says. “My roommate’s sister was a TV anchor in Scottsdale, Arizona, and dating what we called an ‘internet guy.’ He took her and my best friend at the time out all the time. I got invited out, too.”

This “internet guy” — Jeff Herzog, the founder of iCrossing — convinced Gullaksen to work for his startup selling search-engine marketing services. At the time it wasn’t called iCrossing.

Gullaksen attributes trust- and relationship-building to his success. When asked to cite the one thing people would be surprised to learn about him, Gullaksen says: “I’m an introvert. I don’t like crowds and social settings can be tiring.”

People tell him he’s not an introvert because he loves spending time with them. “It’s fruitful and worth it,” he says. “I had to push myself to do it.”

The greatest career advice anyone gave him, around age 29, came from his dad while transitioning from iCrossing to Covario.

During a conversation with his dad, he questioned his ability to start an agency. Covario at

the time was a software company. It did not have an agency.

“My dad kept telling me to bet on myself,” Gullaksen said. “‘You have to bet on yourself,’ he kept saying. I had never started a company before. My dad did. His dad did. They were successful and sold their businesses. Bet on yourself. It’s great advice.”

Gullaksen, 44, is not overly spiritual, but believes in karma. He believes that people need to “do right” by others, and take care of others.

His greatest joy is taking care of clients and employees and to see them succeed.

“I’m a firm believer in taking care of employees, helping them find the work-life balance — and that will flow down to the customers,” he says.

Perhaps that’s why NP Digital offers free software in various disciplines in search-engine marketing and content solutions, which attracted a dedicated following and user base in the millions. It

helped build the agency’s brand while building trust across the marketing community. Loyal decision-makers have helped propel its business in the global market.

Gullaksen lives life giving back to others. In March 2022, NP Digital partnered with the Digital Marketing Institute (DMI) to create a new Online Search Marketing certification course with materials focused on search strategy, paid search and SEO, demand generation, search analytics, and data visualization. DMI’s 200,000 active members can study search marketing using a dynamic mix of interactive lessons, videos, and downloadable tools, along with live sessions on the latest trends and channels.

That need to take care of others starts with his new wife and expected child. **Laurie Sullivan**

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Krystal Olivieri

Global Chief Innovation Officer,
GroupM & Choreograph

If data is the “new currency,” as GroupM proclaimed when it named Krystal Olivieri its global chief innovation officer — as well as for its newly formed data consultancy Choreograph — last May, then Olivieri might well also be described as the ad industry’s Fed chairman, if not its guiding spirit.

After cutting her teeth as the director of business strategy and partnerships at GroupM’s Xaxis unit, she has taken on a series of roles to better organize the massive consumer data that GroupM and its clients sit on, as well as innovating more wholesome ways of leveraging it.

In 2021, Olivieri was the chief architect behind the development of GroupM’s Data Ethics Compass, a sophisticated assessment tool that enables GroupM’s global organization, as well as its clients, to understand the ethical issues associated with utilizing consumer data.

The tool — which was developed amidst an array of national and local regulations, as well as potential fines and litigation — was a pragmatic solution to mitigating the potential liabilities associated with misappropriating and/or misusing some of the most sensitive data defining us as consumers.

At a higher level, the tool enables GroupM’s team to have meaningful conversations about the role that data increasingly plays in understanding consumer intent, action — and as the set-up to this profile suggests, a sense of consciousness about the underlying value of doing that.

Or as Olivieri described it at the time, helping its team “do the right thing” and understanding


when something doesn’t pass the “ick” test.

In 2022, Olivieri helped raise GroupM’s — and hopefully the world’s — consciousness about the role that media buys play in the climate crisis, and developed another tool to help them manage it.

GroupM first unveiled its media-buying carbon calculator during a presentation at last year’s Cannes Media Lions Festival, but Olivieri followed up with a plan to make it far more ubiquitous — and perhaps more importantly, standardized — for the rest of the industry.

Understanding that one of the big limitations in organizing the ad industry and its media supply chain to efficiently reduce carbon in the advertising footprint also required universal standards, Olivieri’s team set out to do exactly that by reaching out to the rest of the industry — peers and competitors alike — and offering GroupM’s own calculator as a template for an industry-standard one.

“We’re taking the methodology that we’ve created and we’re going to build a software-based approach to it,” Olivieri said of the initiative’s ultimate goal to create a frictionless system for assessing the carbon impact of media buys so that the entire industry could work efficiently toward reducing it.



In a world of proprietary, not-invented-here ad-industry mindsets, Olivieri has proven that collaboration — whether internally across GroupM, its agency units and clients, or with rival agencies — sometimes can provide a better return on investment. Especially when it returns a better, more ethical and sustainable world. **Joe Mandese**

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★ *Creative All-Star*

Shana Bellot

Managing Director StrawberryFrog

What's in a name? For openers, a quirky, offbeat agency name gets attention. Say StrawberryFrog.

The moniker is inspired by the strawberry frog, the rarest frog in the world, with blue legs and a red body. It is the opposite of what managing director Shana Bellot calls factory dinosaurs — slow, bureaucratic firms.

StrawberryFrog is agile, fast and nimble — and she credits that “rebel-with-jeans” ethos for the agency’s winning track record.

Bellot shares some of that credit.

As managing director, she led the expansion of the agency’s 25-year-old Movement Strategy, Movement Outside and Movement Inside principles. The Movement platform provides a strategic framework for marketing that galvanizes employees and mobilizes consumers.

“We work with large companies to establish or transform culture, focus employees so companies can thrive, such as Walmart and

Pfizer. We call this Movement Inside. I push our teams to use creativity to solve business problems,” she says. “For example, an augmented-reality message can be delivered through a QR code — a unique way to reach your audience.”

“I have honed my philosophy around two core beliefs. First, you need to use creativity in the service of a Movement — it’s a powerful way to engage and mobilize people inside and outside companies.

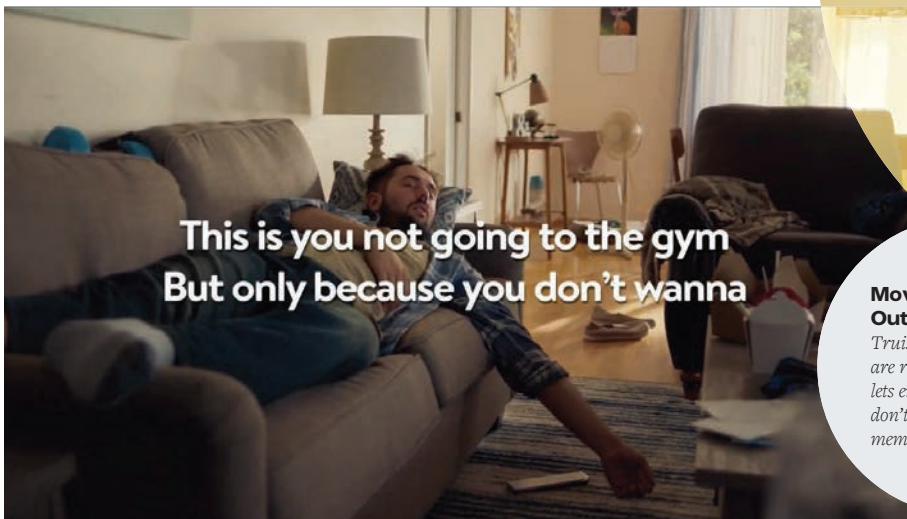
Second, creativity means ideas that build your business, disrupt and solve a problem in a way that stimulates,” Bellot says. “Creativity is vital at every touchpoint” to build a community.

And her commitment is paying off.

Agency co-founder-CEO Scott Goodson says Bellot spearheaded the development of better



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Movement, Outside and In:
Truist asks the public if they are ready (above); Walmart lets employees know they don't have to use the \$9 gym membership benefit

processes and systems that enabled the company to “woo, win and deliver 20% growth in the business,” working closely with co-managing director Dan Langlitz to devise a five-year plan for StrawberryFrog’s future. She is quick to give a shoutout to her team’s talents in project planning and management.

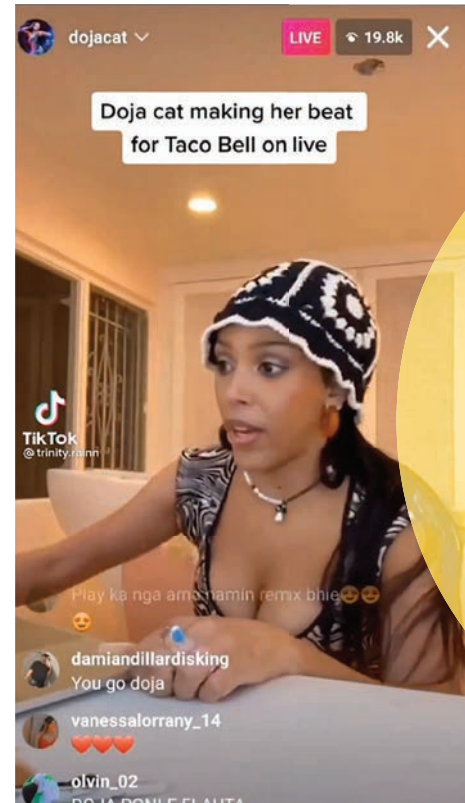
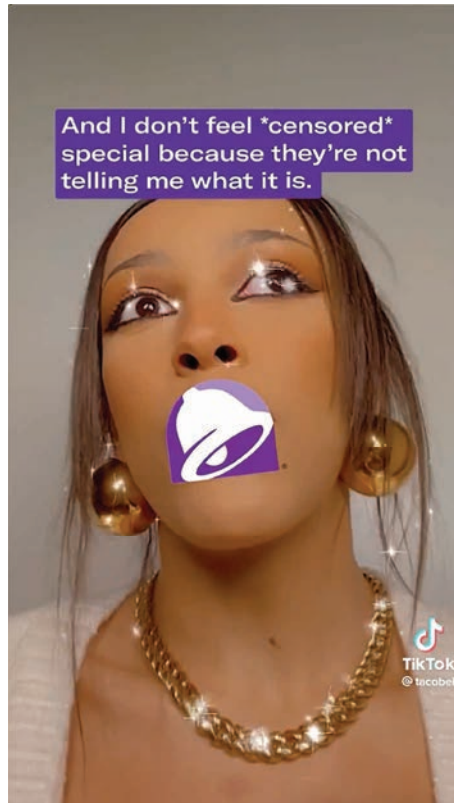
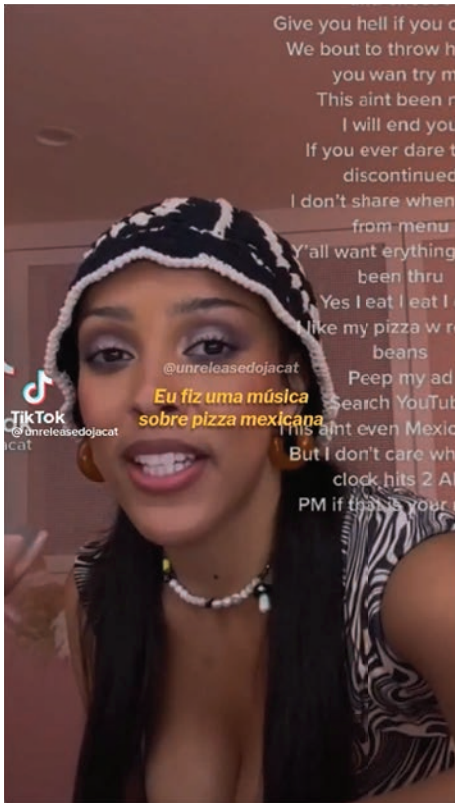
“Profitability is all about being a well-oiled machine, so you can create the highest-quality work with the greatest efficiency, especially on complex projects,” she says.

Those projects also include Prudential and Truist. Bellot brought decisive leadership that helped guide these clients, including Pfizer, to strong performances — even during a period of record inflation. She also oversaw the agency’s Walmart work, which used social media for the first time to engage a hard-to-reach audience.

A former group account director for Yard NYC, group business director for McKinney and account director for Ogilvy, Bellot is acutely aware of advertising’s specific challenges since the Covid-19 pandemic — from marketing fatigue to employee burnout. “It’s a bit of a crisis, but also an opportunity for us,” she says. “Realizing our opportunity is about building and growing the best team in the marketing and purpose-driven transformation space.

“At StrawberryFrog, I am more of a visionary. You have to have clear goals, bring teams into that shared vision, then mobilize and motivate. When it’s all working, you feel the flow — and it’s amazing.”

Bellot reports that she and Langlitz have found a powerful way to lead the organization — as befits its name — “from leap to leap.” **Fern Siegel**



★ Creative All-Star

Kinney Edwards

Global Head of Creative Lab, TikTok

It's rare to be able to boast that you have been a part of the digital marketing field from its very founding, but Kinney Edwards is one of the few who can honestly say they have been there very close to its beginning. As senior art director at Zentropy Partners, Edwards quickly established himself as a leader.

"It was an interesting period," Edwards says of the early 2000s. "People were still carving out what digital marketing meant, and the terms were not even really quite there yet. We were calling it 'interactive media' and 'non-traditional!'"

But Edwards recognized the promise of the medium right away. "There was so much potential in that one-to-one communication with audiences that it offered."

From there he moved quickly to other creative heavyweights like Ogilvy and Tribal Worldwide. He has led creative teams on high-profile

brands including Adidas, AT&T, Mars Wrigley Confectionery, Mars Petcare, Cadillac, the National Football League, Pfizer Consumer Healthcare, Wounded Warrior Project, Nickelodeon, Intel, Pepsi, Diageo, Philips, UNICEF, and Neutrogena.

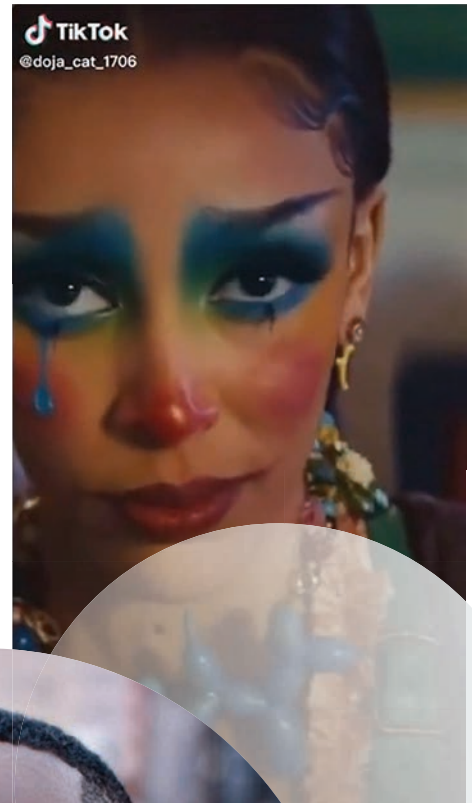
"My niche became working between the traditional, those big campaigns focused on mass awareness, and turning it into a more personalized and engaging message," Edwards says.

Now, he is global head of the creative lab at TikTok. There, he connects brands with the greater culture through the ironclad hold that the app has

“We’re moving away from the attitude

of just showing up on a platform and selling stuff.

It has become more about making something interesting and collaborative.”



on the zeitgeist. “It’s a lot of serendipity,” he says about his entry into the role.

He sees himself as helping brands to best understand how to connect with their audiences.

Edwards understands that there is a fundamental difference when advertising a product that relies on engagement with content. For him, the substance of campaigns is key and relies on authentic storytelling, and much of that comes from brands co-creating with established personalities.

“One of the biggest achievements for me and my team recently has been helping brands to see the power of that co-creation,” Edwards says. “We’re moving away from the attitude of just showing up on a platform and selling stuff. It has become about making something interesting and collaborative.”

He points to the success of Taco Bell on TikTok and the brand’s community that came to life around Doja Cat’s investment in the restaurant’s Mexican pizza. The brand gave the artist almost absolute creative freedom on her popular TikTok page. It was a huge success.

Two weeks after its release, Taco Bell had to announce that it was running out of ingredients for the menu item.

Creators like Doja Cat are the lifeblood of the



platform, and Edwards wants to ensure that brands looking to market can understand their power. “They can make their efforts much more relevant,” he says.

“Creativity is the answer,” he says. “I know that this still feels relatively new, but we’re seeing a lot of momentum, and that’s energizing for me. My teams across the world are pushing this sort of relevancy and connection for brands in such creative and inspiring ways. That has been amazing to watch.” **Lukas Hamisch**

 **Creative All-Star**

Alex Strimbeanu

Creative Director, Jandl

Based in Bratislava, Slovakia, the offices of Jandl are not far from Ukraine and the war that erupted there in the last year. The agency's Creative Director, Alex Strimbeanu, understood immediately that he and his colleagues had a role to play in supporting their neighbors and fighting injustice propagated by the Russian administration.

In March 2022, Special Love Operation was launched by Strimbeanu and other independent advertising professionals in the region to bypass Russian government censorship that blocked access to Facebook, Instagram, Twitter, and several foreign news organizations.

The group cleverly uses Tinder — which has not yet been blocked — to get details about the invasion of Ukraine to Russian citizens to counteract the misinformation being fed to them by their government.

Tinder Plus users are able to change their location to anywhere in the world that they want. Users simply have to include information about the invasion in their profiles — including photos and a message in Russian Cyrillic that Special Love Operation provides on their website — and then change their location to somewhere in Russia. Tinder users looking for love will end up finding the truth about the war in their neighbor's country.

“I spoke with many Russians and it was interesting to see two sides there,” Strimbeanu remembers. “It was surprising to see positive reactions from Russians against the invasion, but of course, there were also many who were blind to the truth and bought into the government's story. It's just another example of the polarization online that we see all around the world.”

It was a unique and cheeky form of resistance through one of the most powerful tools in a creative's arsenal.

Even the name itself is a reference to Vladimir Putin's lie about the invasion as just a “special military operation.”

The project is an extension of the advocacy that Strimbeanu has focused on throughout his career.

In his current home country of Slovakia, his work has challenged homophobia. In a 2021 campaign with Absolut Vodka, they posed the question: “Would you still love me if I were gay?”



This year, their campaign revolved around the slogan “Every Love is Love.”

Beyond the advertisements, Strimbeanu, Jandl, and Absolut changed the Slovakian dictionary definition of love that was confined to heterosexual love.

Spurred by the campaign, an accompanying petition, and social unrest caused by a homophobic terrorist attack in the country in October, the Slovak National Academy of Sciences changed the definition to one that was more inclusive.

“I’m proud that we had a part to play in this change, which might be small, but can be a starting point,” says Strimbeanu.

Strimbeanu is a decorated leader and creative in

“I spoke with many Russians and it was interesting to see two sides there. It was surprising to see positive reactions from Russians against the invasion, but of course there were also many who were blind to the truth...”

the advertising field with over 12 years of experience with agencies large and small. The serious aspects of his work are belied by a childlike, creative spirit. “It’s a childish

profession in a way,” he jokes.

“You have to have some humor.”

For inspiration, he turns to hip-hop artist Lupe Fiasco, whom he calls “an extremely good copywriter,” for his ability to fit so much meaning into a single line or word.

Of course, he has to temper that part of himself, now that he mentors and leads the next generation of creatives — but he says that this makes it all the more rewarding. “I’m consistently surprised by their growth. They have such amazing ideas, and it shames and spurs me to come up with my own.” **Lukas Hamisch**



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There's no better way to get to know your fellow Insiders than by sharing extraordinary experiences. And in La Jolla there's no shortage of things to do. Start with a catamaran cruise along the California coastline, hit the links, tour a local brewery and sample a good IPA, or just chill on the beach. It's up to you.

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ESTANCIA LA JOLLA HOTEL AND SPA, LA JOLLA, CALIFORNIA
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2023 INSIDER SUMMIT SCHEDULE

FEBRUARY

BRAND INSIDER SUMMIT: PHARMA & HEALTH

FEBRUARY 15-18 – LA JOLLA, CALIFORNIA

DIGITAL OUT-OF-HOME INSIDER SUMMIT

FEBRUARY 19-22 – LA JOLLA, CALIFORNIA

MARCH

TV & VIDEO INSIDER SUMMIT

MARCH 6-9 – SXSW INTERACTIVE FESTIVAL, AUSTIN, TEXAS

DATA & PROGRAMMATIC INSIDER SUMMIT

MARCH 22-25 – SCOTTSDALE, ARIZONA

BRAND INSIDER SUMMIT: CPG

MARCH 26-29 – SCOTTSDALE, ARIZONA

APRIL

BRAND INSIDER SUMMIT: RETAIL

APRIL 16-19 – HILTON HEAD, SOUTH CAROLINA

EMAIL INSIDER SUMMIT

APRIL 19-15 – HILTON HEAD, SOUTH CAROLINA

MAY

SEARCH & PERFORMANCE INSIDER SUMMIT

MAY 7-10 – CHARLESTON, SOUTH CAROLINA

BRAND INSIDER SUMMIT: D2C

MAY 10-13 – CHARLESTON, SOUTH CAROLINA

JUNE

PUBLISHING INSIDER SUMMIT

JUNE 4-7 – NEW ORLEANS, LOUISIANA

JULY

BRAND INSIDER SUMMIT: QSR

JULY 16-19 – PARK CITY, UTAH

BRAND INSIDER SUMMIT: PHARMA & HEALTH

JULY 19-22 – PARK CITY, UTAH

AUGUST

BRAND INSIDER SUMMIT: RETAIL

AUGUST 20-23 – LAKE TAHOE, CALIFORNIA

DATA & PROGRAMMATIC INSIDER SUMMIT

AUGUST 23-26 – LAKE TAHOE, CALIFORNIA

OCTOBER

BRAND INSIDER SUMMIT: D2C

OCTOBER 4-7 – AUSTIN, TEXAS

TV & VIDEO INSIDER SUMMIT

OCTOBER 15-18 – MONTAUK, NEW YORK

NOVEMBER

BRAND INSIDER SUMMIT: CPG

NOVEMBER 12-15 – SANTA BARBARA, CALIFORNIA

BRAND INSIDER SUMMIT: QSR

NOVEMBER 15-18 – SANTA BARBARA, CALIFORNIA

DECEMBER

EMAIL INSIDER SUMMIT

DECEMBER 10-13 – DEER VALLEY, UTAH

SEARCH & PERFORMANCE INSIDER SUMMIT

DECEMBER 13-16 – DEER VALLEY, UTAH

For more information or to register, go to mediapost.com/events/2023

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