



AGENCY OVERVIEW | Q4 2020



# Awards don't move the needle. Business results do.

**We've built our business helping marketers build their  
businesses in the toughest situations.**

We're driven by a relentless focus on helping our clients find boardroom success. Our results aren't soft metrics. They're real, and they're economically dramatic. They prove that we literally give our clients more for their money.

It's not that we're against awards – we just value our clients' businesses more than our portfolios.

**BANK OF AMERICA** 

**+50%**

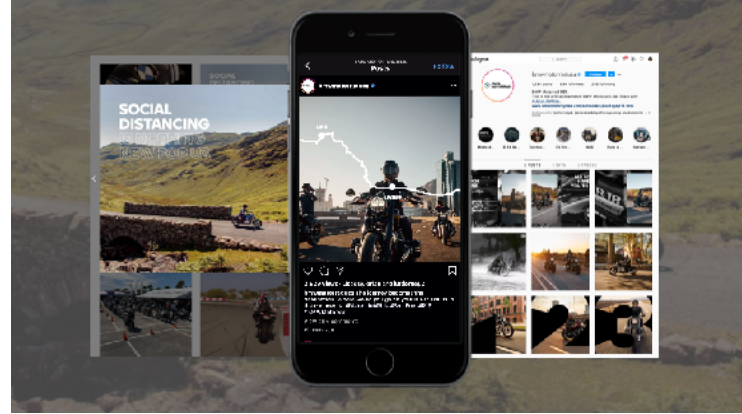
increase in brand trust after  
a time when the bank was  
rated "the least trusted  
brand in America."

 **OPTUM**™

**3<sup>RD</sup> MOST  
VALUED BRAND**

in the healthcare category  
(up 5 spots from last year),  
ahead of established brands  
like Aetna, Human, and Cigna.





# Fighting the daily share battle since 1968.

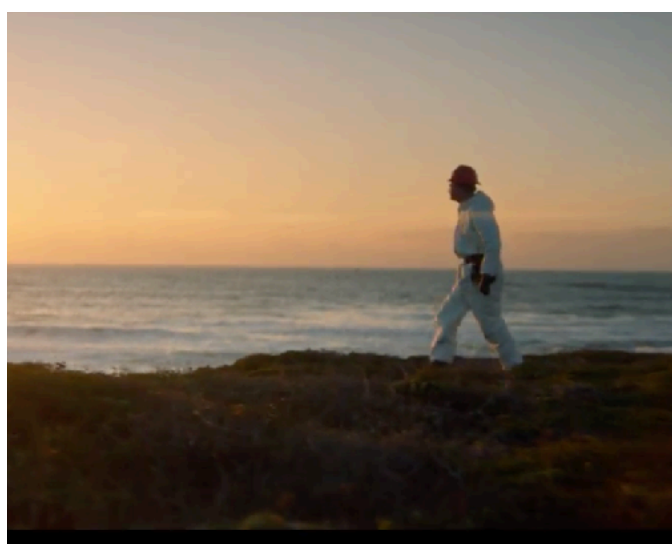
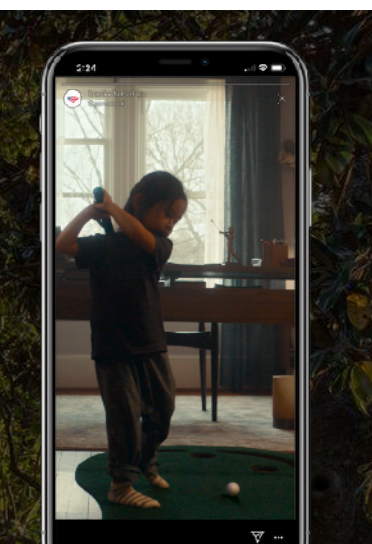


Since 1968, we've been helping iconic brands fight and win the battle for mindshare.

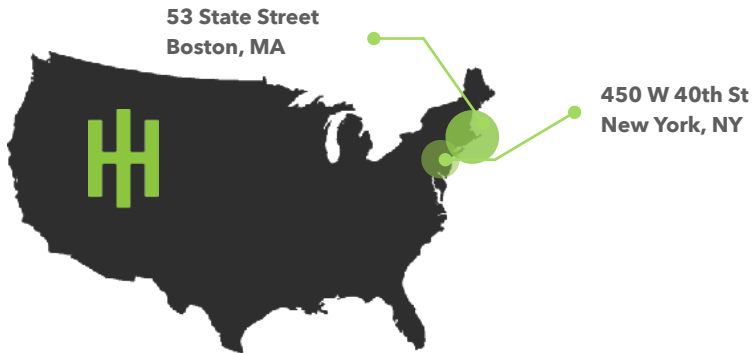
Today, that battle is being fought in an increasingly fragmented landscape, with new platforms and channels emerging on a daily basis.

**Harnessing the potential of today's increasingly fragmented landscape requires an integrated team focused on the complete customer journey.**

These diverse, cross-functional teams move in lock-step – sharing data and results in real time, developing new ideas, and getting them to market in minutes, not weeks.



## OUR OFFICES



## YEARS IN BUSINESS

Hill Holliday was founded in 1968.

## AGENCY OWNERSHIP

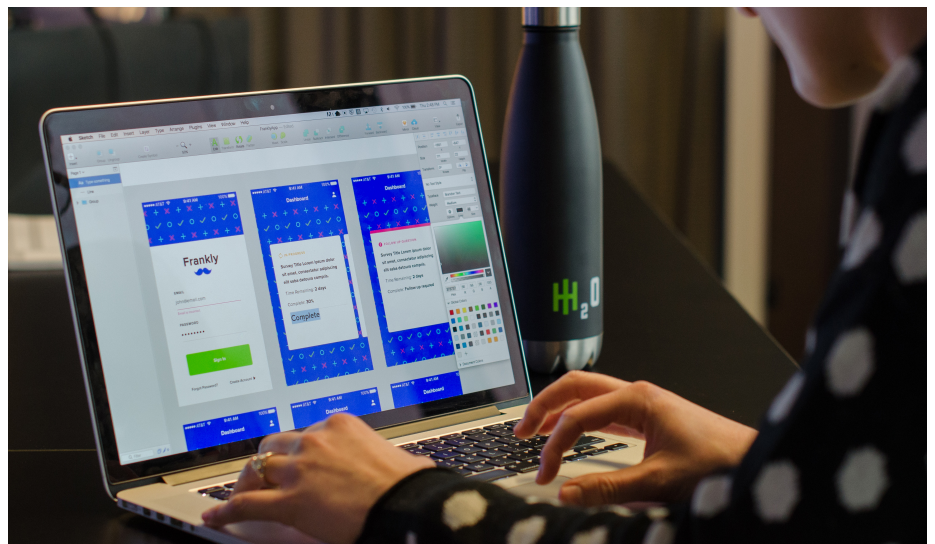
Hill Holliday, a Massachusetts LLC, is a member of The Interpublic Group of Companies (IPG), and also owns EP+Co. and Trilia Media.



## EMPLOYEE COUNT BY DISCIPLINE

Senior Leadership	8
Account Management	90
Strategy	26
Integrated Creative	84
Media Planning	17
Media Buying	17
Decision Science	15
Platform/Programmatic	27
Content Production	9
Creative Tech	11
Agile Production	39

Please see the following pages for information on our principal leadership team.







# Karen Kaplan

CHAIRMAN & CEO

PRINCIPAL LEADERSHIP

Karen Kaplan joined Hill Holliday as a receptionist, hoping to save enough money for law school. Three decades later, she's had just about every job there is to have at an agency, gaining valuable insight into how to approach each business challenge with a fresh perspective.

A key player in Hill Holliday's significant growth as a national powerhouse, Karen is now Chairman & CEO, overseeing the network of three agency brands: Hill Holliday, EP+Co, and Trilia Media. With an executive team composed of over half women, Karen is also one of the few female agency chairmen in the country.

Honored by both *Business Insider* and *Ad Age* as one of the most influential women in advertising, she's helped the agency develop a proven ability to help brands fight a daily share battle in the noisiest categories. The proof lies in the successes of such key clients as Bank of America, Johnson & Johnson, Novartis, Optum, and Party City.

She has been a contributor to and featured in numerous publications including *Ad Age*, *Adweek*, *Forbes*, *Fortune*, *Huffington Post*, and *Inc.*, and is a sought-after speaker appearing on stages, television, and radio outlets around the country. She serves on the Boards of Directors for the Ad Council and several other civic and professional organizations, and is a Trustee of Fidelity Investments' Strategic Advisers Funds and a Director of Michaels Stores.

In early 2017, with a relentless focus on the future and his inspiring brand of leadership, Chris was promoted to President of Hill Holliday and Trilia. Previously, as Chief Growth Officer, Chris helped spearhead the agency's growth to over \$1 billion in billings through notable wins like Optum Health, BMW Motorrad, Fireball, Boar's Head, Simple Mobile, and global assignments for Bank of America.

Prior to Hill Holliday, Chris was the Chief Marketing Officer at Modernista!, leading marketing strategies for such iconic brands as Cadillac, Hummer, (RED), TIAA-CREF, and Showtime Networks. His résumé includes influential roles at Fallon Worldwide, Carmichael Lynch, Y&R, and GSD&M, where he oversaw award-winning initiatives in categories ranging from automotive, liquor, and sports/athletic apparel to packaged goods, technology, and telecomm. Chris has appeared on numerous industry panels, and his contributions have been recognized by the Effies, Cannes Lions, One Show, Webby's, and Clio's. Chris was featured as one of *Ad Age's* "40 under 40."



# Chris Wallrapp

PRESIDENT

# Lesley Bielby

## CHIEF STRATEGY OFFICER

PRINCIPAL LEADERSHIP



Scottish born, and trained in London, Lesley has been Hill Holliday's Chief Strategy Officer for the last 4 years. Lesley is an HH Boomerang – she was Chief Strategy Officer at Hill Holliday from 2004 to 2010, where she successfully led departments in Boston and New York. Since her return, Lesley has played a key role in attracting notable new business wins including Optum, Fireball, BMW Motorrad, Boar's Head, Simple Mobile, and Frontier Communications.

Over the last several years, Lesley has been focused on a multidisciplinary approach to consumer-centric strategic planning, to optimize the understanding of customer mindset, attitudes, and behaviors. This approach, centered around customer journey mapping, brings together often disparate elements of the customer and brand experience, resulting in deeper human insight, better business analytics, and significantly stronger and more effective creative and channel planning. In order to achieve this, Lesley's reports include Data and Analytics and Business Intelligence, as well as Strategic Planning.

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Creator of some of the most iconic and memorable advertising over the past two decades, Lance's portfolio of work ranges from MTV and Budweiser to HUMMER, Cadillac, and Volkswagen's classic "Drivers Wanted" campaign. He's won virtually every major industry award, including the Cannes Grand Prix, Grand Clio, D&AD Pencils, MPA Kelly, and One Show, and has served as a member of VCU Brand Center's Advisory Board. As a founder of Modernista!, Lance's stylish, edgy work attracted a devout Generation Y following for such clients as Gap, Converse, and (RED). And since joining Hill Holliday in 2011, he's attracted notable new business, including BMW Motorrad, Fireball, Optum, and more.



# Lance Jensen

## CHIEF CREATIVE OFFICER





# Kat Sudit

CHIEF MEDIA OFFICER

PRINCIPAL LEADERSHIP

Kat is a marketing leader with 20+ years of experience in marketing, media, communication and brand strategy, insights, and creative, and currently serves as the Chief Media Officer at Hill Holliday and Trilia.

She is recognized as an empathetic and transformational leader, with a broad sense of marketing vision and strategy, culminating in brand and business success. Kat's client experience includes Chanel, Unilever, Booking.com, Blue Apron, AthenaHealth, Bacardi, TGI Fridays, CVS, and MOMA.

Kat has a successful track record developing innovative, award-winning, consumer engagement models that drive ROI and brand success. She is passionate about cultivating organizational curiosity, leadership, and modern marketing behavior.

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Scott Feyler serves as Hill Holliday's Chief Financial Officer, with over 20 years of experience in the industry pertaining to finance and operations.

Before joining Hill Holliday in 2018, Scott most recently served as Managing Partner, Chief Financial Officer, and Global Director of Operations at Arnold Worldwide, where he spent over two decades partnering with teams working with such clients as Hershey's, Progressive Insurance, and Jack Daniel's.

He now oversees the finance and operations departments, working with clients like Bank of America, Fireball, Frontier, and BMW Motorrad.



# Scott Feyler

CHIEF FINANCIAL OFFICER

A portrait of Khari Streeter, a man with a goatee, wearing a black baseball cap with a white 'A' logo and a black zip-up hoodie. He is looking slightly to the left. The background is a solid red color.

# Khari Streeter

EXECUTIVE CREATIVE DIRECTOR

PRINCIPAL LEADERSHIP

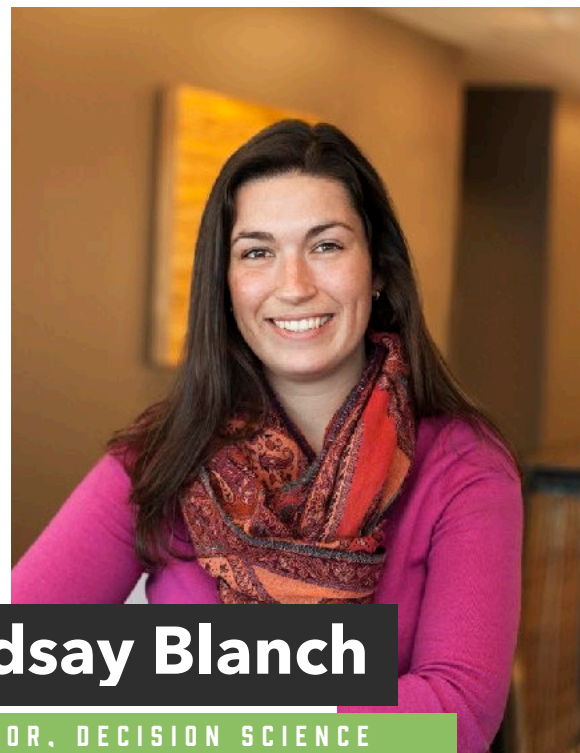
Equally at home in the worlds of art, independent film, and advertising, Khari brings a remarkable storyteller's sensibility to his role at Hill Holliday for such clients as Planet Fitness, Liberty Mutual, and Bank of America. Prior to joining the agency, he was a rounding partner and creative director of The Heat, working with such clients as Reebok, Budweiser, and MDHP. He's also co-directed two feature-length films, "Black & White & Red All Over" as well as "Lift" - both of which premiered at the Sundance Film Festival and were selected as a part of the New Directors/New Films exhibition at the Museum of Modern Art.

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Lindsay currently leads the Decision Science practice at Hill Holliday. She brings over a decade of experience using data and technology to drive measurable results for client businesses.

During her time at HH, she has led analytics engagements across a variety of industries with a relentless focus on helping clients make data-inspired advertising and marketing decisions.

At HH, she works across clients such as Bank of America, Frontier Communications, Party City, and Capella University, for whom she won the Ad Club's Media Maven Award for the Best Use of Research. Lindsay holds a B.A. from Williams College and an M.B.A. with Distinction in Business Analytics from Bentley University.



# Lindsay Blanch

DIRECTOR, DECISION SCIENCE





## CONTACT

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