



JESS LLOYD RETURNS TO HILL HOLLIDAY TO LEAD STRATEGY, BRINGING INNOVATION TO ICONIC BRAND BUILDING

Jess Lloyd has returned home to Hill Holliday.

Her passion for brand strategy is driven by the belief that brand is the heartbeat of business. For nearly two decades, Jess Lloyd's relentless curiosity has driven her ability to develop novel approaches to deepen audience understanding, uncover new insight, inspire breakthrough creative, and advance client's strategic market advantage.

Previously, Jess spent over seven years at Hill Holliday working across many of the agency's most notable accounts while leading a significant role in new business. She then left the agency to bring her talent and experience to management consulting. She joined Slalom Consulting to better define the intersection of brand strategy and business strategy. While at Slalom, Jess worked as a Principal in the Customer Strategy practice, building marketing strategy capabilities while also applying her brand strategy and customer journey mapping experience to traditional business management engagements.

But her love for the advertising industry was too strong to stay away. She then went on to join DiMassimo Goldstein, where she most recently served as Head of Strategy. During her time at DiMassimo Goldstein, her role was to lead development of strategic and research capabilities, including customer journey development, brand positioning, quantitative research and analysis, a variety of qualitative research methods, insight development, and culture trends development.

Jess has returned to Hill Holliday to not just lead the Strategy team, but develop strategic consulting capabilities, all while lending her talents to advance agency capabilities and growth.

CEO Chris Wallrapp says, "Jess is one of the smartest and most thoughtful people I've had the chance to work with in my career. The impact she made on our client's business, in new business, on our culture and the people around her was monumental and I couldn't be more excited to welcome her back to the Hill Holliday family."