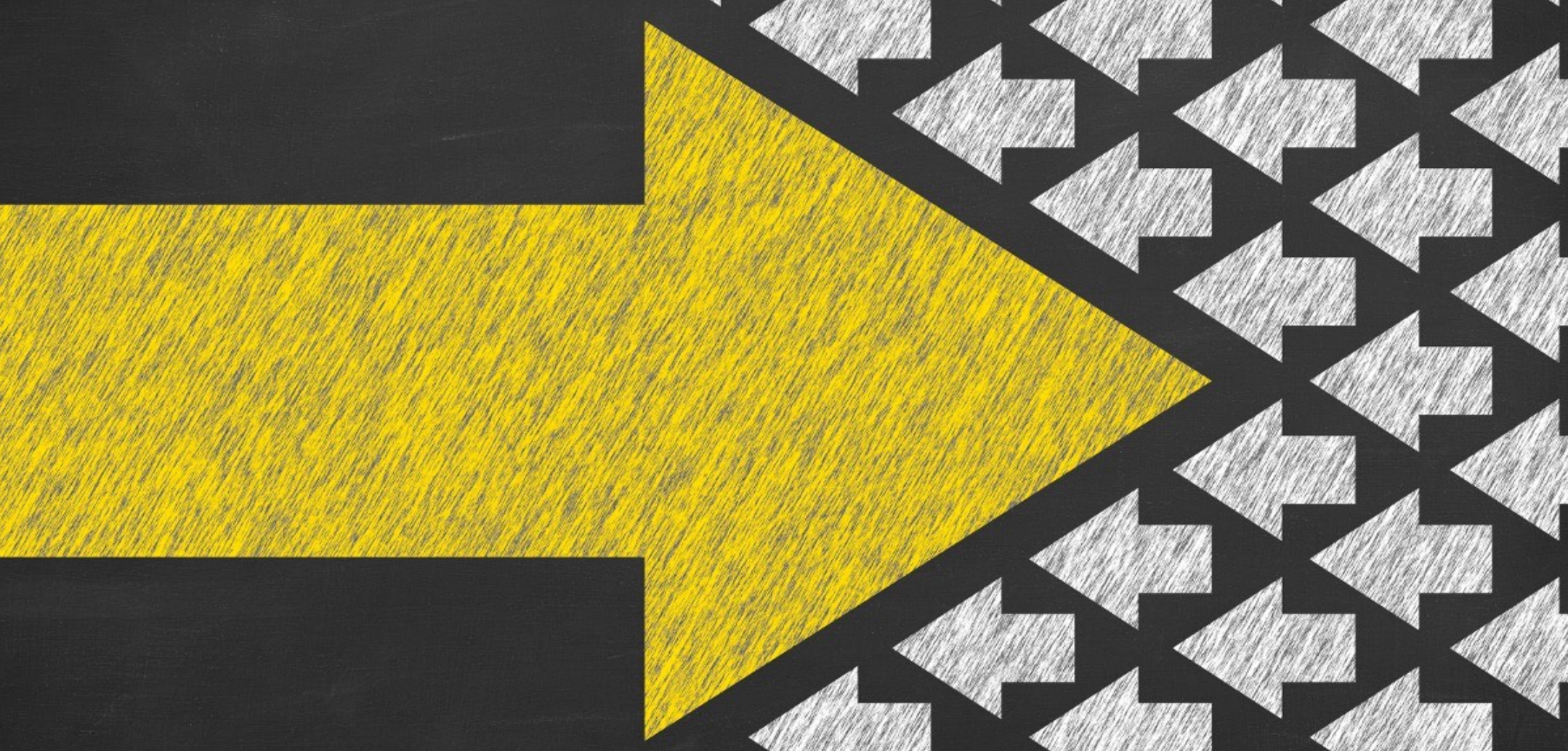




Accelerating Visibility, Value, and Velocity: Transforming an Agency for Sustained Growth

I helped guide a mid-sized regional agency through a period of accelerated growth by broadening its client base, building early digital marketing capabilities, and strategically expanding through acquisitions. The firm expanded beyond its traditional core, adding high-profile clients across healthcare, consumer, financial services, and aerospace. It strengthened profitability with double-digit revenue growth, introduced digital and social offerings ahead of many peers, and executed targeted acquisitions to deepen expertise and extend geographic reach. Over four years, the agency increased revenue by more than 40% from its baseline, reaching nearly \$50 million in annual revenue, with more than half of that growth coming from high-profile new accounts, underscoring the strength of its business development engine. This profile, performance, and market visibility positioned the firm as a recognized leader poised for continued expansion.