

THE ADVERTISING INDUSTRY: TRENDS & CHALLENGES IN TODAY'S MARKETPLACE

An advertising industry round table discussion hosted by the AD CLUB CT

Moderated by Donna Collins of the *Hartford Business Journal*



**Jill Adams, CEO and Co-Founder
Adams & Knight**

Jill is CEO of Adams & Knight, one of the region's largest woman-owned agencies committed to helping clients drive measurable results from their marketing investment. Over the past 25 years, she's brought together a diverse group of advertising, PR, social media and digital marketing specialists to create integrated brand-building campaigns for regional, national and global clients in the healthcare, financial services and leisure industries. Prior to co-founding the agency, Jill began her career as a PR specialist on Capitol Hill. She then went back to earn her M.S. in Communications from Boston University and gained valuable in-house experience as a VP of communications for several financial services corporations.



**Brian Sena, Group Account Director
Digital Surgeons**

It's often not common at a marketing agency that you find an individual who possesses the two distinctive – and sometimes contrasting - traits of being both a creative and a business strategist. Brian Sena brings this dynamic synergy to Digital Surgeons, having come from a corporate background at one of the world's leading consumer packaged goods companies, where his cross-functional experience spanned marketing services, supply chain management and operations, tactical brand management, leadership, creative strategy and business development. Armed with a finance degree, Brian never loses sight of outlining the feasibility and profitability for execution, a true asset for account teams and clients.



**Jeff Mard, V.P. Innovation & Business Development
Cronin**

Jeff Mard spearheads Cronin's Innovation and Business Development efforts. With over two decades of interactive marketing under his belt, Jeff has delivered innovative solutions to clients across varied categories in the form of influencer marketing, application development, marketing automation and, most recently, he has started to work within voice driven technologies. Mard is a graduate of Rutgers College in New Brunswick, N.J., where he earned both a Bachelor of Arts degree in economics and Bachelor of Science degree in sports management.



**Irene Makiaris, CEO & Founder
Makiaris Media**

Irene Makiaris founded Makiaris Media in 1987. She has been in the communications industry for over 38 years, having specialized in media during service with several prominent Connecticut agencies. Irene has been awarded four EFFIE'S from the American Marketing Association for development of strategic media plans that generated results for its clients. Over the years, she has developed an exceptional portfolio of clients with local, regional and national marketing areas. In addition to working with her management team developing strategic media plans for existing clients, she is also responsible for new business development.



**Grant Sanders. V.P. Creative Director
Mintz + Hoke**

Grant is constantly on the lookout for awesome - both in the creative work he honchos at Mintz + Hoke and in his personal life. Prior to working full-time at the agency, Grant was a journeyman copy and brand free agent working for agencies and companies across the country for 20 years. Before that, he helped found Boston ad agency, Latus, Szostakowski & Sanders where he was the youngest partner and the only name on the door people were reasonably sure to pronounce correctly. Grant's home is on Nantucket island, 30 miles off the coast of Cape Cod. His weekly commute takes over ten hours, but it's worth it.



**Bonnie Isaac, Co-Creative Director
Cigna's In-House Agency**

Bonnie Isaac is co-creative director for Cigna's in-house agency. Her 30-year career has been a performance in three parts:

- act 1) external agency art direction;
- act 2) design studio owner;
- act 3) in-house creative direction.

At Cigna, Bonnie strives to bring talented people together to produce great work consistently in a sustainable way.



**Donna Collins, Associate Publisher
Hartford Business Journal**

Connecticut is where Donna has chosen to invest her time and energy, and she has had the opportunity to break new ground in media, whether the focus is business news, the heart-beat of Hartford, children's programming, women's basketball or a national anti-bullying movement. Her role as Associate Publisher of the *Hartford Business Journal* gives her unlimited opportunities to connect people with projects that have enduring impact. Donna's passion is to get behind projects that have significance, give decision makers a vision of what is possible, and bring ideas to their full fruition. Donna is a past president of the Ad Club and past chairman of the CT Broadcasters Association.



Date: Tuesday, June 13, 2017

Place: Hartford Marriott Downtown

Time: 11:30 AM-2:00 PM

- 11:30A-12:30P: Lunch and networking (a box lunch will be provided)
- 12:30P-1:30P: Panel discussion moderated by Donna Collins, Associate Publisher, *Hartford Business Journal*
- 1:30P-2:00P: Open questions

Cost: \$45 members; \$50 non-members

Register today at www.adclubct.org

