

Rosemarie Ryan (Joined September 2012)

CO:

Rosemarie Ryan is a renowned leader, brand builder and rebel rouser in the marketing industry. She has been instrumental in positioning and building world class brands for Diageo, Johnson and Johnson, Debeers, Bing for Microsoft and Jetblue. As president of k&b she took it from a 30 person boutique to a 400 person strong award-winning agency. She then took on the mantle of leading the 125 yr old JWT into 21st century. In her tenure she restructured the workplace, the teams and creative product and doubled the profits of the agency. Her efforts culminated with JWT have been recognized as Adweek's Global agency of the year.

Not satisfied with reinventing an agency she decided it was time to reinvent the industry.

In September of 2010, Ms. Ryan along with her creative partner Ty Montague jumped out of JWT to found CO:

CO: is a Story-Led, Innovation Collective, designed to ready brands and businesses for growth in the networked world. After just 8 months they are well on their way, working with Google, Hearst and MTV Networks.

Before CO:, Ms. Ryan was co-President of JWT North America. On starting this role in 2004, she gave "open door policy" a new meaning – literally ripping down all the office doors and walls, fostering a new level of collaboration and creativity in a completely open plan work environment. She has broken down not only walls but also infused those teams with the talent and skills to build 21st century brands – from digital to design to channel planning.

In Ms. Ryan's five years as president of JWT New York, the office doubled its profits. That growth was fueled by new business wins and organic growth including JetBlue, Microsoft, Royal Caribbean International, Macy's, Johnson & Johnson and Diageo.

Ms. Ryan began her career as a planner at BBDO in London. In 1989, she was hired by Chiat/Day NY and was among the first wave of Brits to import the Account Planning discipline to the United States. Prior to joining JWT, Ms. Ryan spent eight years as President of Kirshenbaum and Bond, the award-winning agency responsible for turning the Snapple brand into a \$700 million business.

In January of 2009, Ms. Ryan was promoted to Co-President of JWT North America with her partner Ty Montague and in January of 2010 JWT was awarded Adweek's Global agency of the year in large part for the growth in both creative reputation and revenue in North America. In April of 2009, Ms. Ryan was awarded the Quantum Leap Award from AWNY. This award recognizes individuals who have taken big risks by spurring significant changes in their organizations.