



SHEILA ACAR
Cushman & Wakefield



PRICE ADAMS
Nuffer, Smith, Tucker
Public Relations



LYNNE ARCIERO
Positraction



THOMAS ARTHUR
Compass Digital



MICHELLE BELLON
Rescue Agency



BETH BINGER
BCIpr



ANNETTE BLAYLOCK
Insights Media
Solutions



LAEL BORDUIN
Lee & Associates
Commercial Real Estate
Services, Inc. - NSDC



FARYAR BORHANI
Encore Capital Group



BRIAN BROKOWSKI
Allison + Partners



SHANNON BROWN
CENTRIC



AARON BYZAK
Tri-City Medical
Center



VICTORIA CALDWELL
NuVasive



NICK CENTERA
Qcells USA Corp



MARILYN COWLEY
PREM PR & Social



ANNA CROWE
Crowe PR



RACHEL CUNNINGHAM
Bop Design



ANNALISE DEWHURST
La Valencia Hotel



KEVIN DININO
KCD PR



SUSAN FARESE
SJF Communications



LAURIE FISHER
LMA Marketing &
Advertising



JEFF FISHER
LMA Marketing &
Advertising



AMBER FRANKHUIZEN
AFMKTG



AARON GAER
GDX Studios



EILEEN GAFFEN
Steres Gaffen Media



BRYNN GIBBS
Consumer Fusion



MARTY GLASKE
Gafcon, Inc.



CYNTHIA GONZALEZ
NewMark Merrill
Companies, Inc



NICOLE HAGAMAN
TW2 Marketing



JUAN HERNANDEZ
IVC Media LLC



TRINITY HOUSTON
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MARIA HUNTALAS
BioMed Realty



KRYSTEN ISAAC
Rescue | The Behavior
Change Agency



KARA JENSEN
Bop Design



THAD KAHLOW
BOL



KERRY KRASTS
The Shipyard



ANGELA LEAVITT
Mojenta



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IQHQ Reit



WILLIAM LOPEZ
Alternative Strategies



JACK M BERKMAN
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Communications



TONY MANOLATOS
Manolatos Public
Affairs



RON MARCUS
San Diego County Bar
Association



TONI MCMAHON
Fusco Engineering



RIC MILITI
InnoVision Marketing
Group



DAVID MILLER
San Diego Zoo Wildlife
Alliance



ILO NEUKAM
The Collective



JAMIE PARIS
Luxuria Public
Relations



JEFF PONDER
NuVasive



EMILY PORTER
Havas Formula



**MARIANGELA
"COOKIE" PRETTO**
Entravision



KATHERINE RANDALL
Katalyst Public
Relations



LAURA REHRMANN
Center for Sustainable
Energy



REB RISTY
REBL Marketing Inc.



CHAD ROBLEY
Mindgruve



KYLE SANDSMARK
AMN Healthcare



ELLYN SAVAGE
Mindgruve



DENISE SCATENA
Scatena Daniels
Communications



NATHAN SCHMIDT
San Diego County
Credit Union
(SDCCU)



JATHAN SEGUR
California Bank &
Trust



PRIYANKA SHAH
Kinnate Biopharma
Inc.



BONNIE SHAW
Clearpoint Agency



TYLER SICKMEYER
Fidelitas



JAMIE SIGLER
O'GRADY
J/PR



TERESA SILES
Nuffer, Smith, Tucker
Public Relations



MICHELLE STANSBURY
Little Penguin PR



MEGAN TODD
CO Architects



ELLA TSURKANU
Audacity Health



SUSANA VILLEGAS
SVPR
Communications



**JENNIFER VON
STAUFFENBERG**
Olive Public Relations



ROTHANY VU
Associated Builders &
Contractors, San Diego
Chapter, Inc.



JEAN WALCHER
J. Walcher
Communications



FELICIA WATSON
(W)right On
Communications



BRAD WEBER
Local Umbrella
Media / Simply Local
Magazines



DINA WELDIN
Rescue Agency



MARC WESTRAY
Interpreters Unlimited

SAN DIEGO BUSINESS JOURNAL
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SHEILA ACAR

West Region Property Marketing Lead
Cushman & Wakefield

Sheila Acar is West Region Property Marketing Lead for Cushman & Wakefield. Acar leads Cushman & Wakefield's West Region Property Marketing Center of Excellence, an offering launched in 2021 that provides agency-level marketing and branding services for the firm's most significant leasing opportunities. With more than 10 years of industry experience, Acar boasts an impressive track record of proven results in marketing, and in this critical role has continued to successfully propel the firm's marketing efforts to new heights. Acar leads a team of 17 professionals that currently support more than 800 properties throughout the western U.S. Her dynamic approach to marketing has allowed the firm to differentiate itself in a highly competitive industry. Her deep understanding of commercial real estate leasing strategy and the creative process allows her to lead and inspire a strong team that has created more than 3,600 deliverables.



PRICE ADAMS

Executive Vice President & Partner
Nuffer, Smith, Tucker Public Relations

Price Adams is an owner, partner, and executive vice president at Nuffer, Smith, Tucker (NST) Public Relations, a female-owned and operated public relations firm that has had a presence in the San Diego area since 1974. Adams began her career with the firm an entry-level account coordinator and working her way up to owner, partner, and executive vice president. She has a well-earned reputation for driving the results her clients need to make their mark in the world. Clients she has helped support include McDonald's of San Diego County, Ronald McDonald House Charities of San Diego, the San Diego Chamber of Commerce, the San Diego Housing Commission, Community HousingWorks, White Labs, California's Citrus Pest and Disease Prevention Program, and Mission Fed Credit Union. Adams earned a bachelor's degree in communications and public relations from Chapman University. She can be reached at results@nstpr.com.



LYNNE ARCIERO

Founder/President
Positraction and REV Studio

Lynne Arciero is the founder and president of Positraction, Inc., an integrated marketing and communications firm, and manages REV Studio, a premium photo/video studio based in La Jolla. After 18 years of working with some of the world's most prominent and exclusive automotive brands -- including Land Rover, Maserati, McLaren Automotive, Rolls-Royce and Toyota -- Arciero translated this experience and diversified into other industries in 2012. She has produced Toyota USA's off-road activation at the Stagecoach Festival, including building an off-road course with 150 tons of dirt and managing a team of 60 people, four racecar drivers and 20 Toyota-provided vehicles. At REV Studio, some of her clients including Alicia Keys, Hublot Watches, Alex Morgan, Janssen, RealSelf, Stick Figure, CineD.com and CLICS. She also launched startup fintech company, Tactive Wealth. She can be reached at lynne@positraction.com or 844-652-4400.



THOMAS ARTHUR

Director of Digital Marketing
Compass Digital

As the Director of Digital Marketing at Compass Digital, Thomas Arthur has led the strategic development and execution of digital marketing plans for a portfolio of more than 45 clients. He is responsible for managing over \$1.8 million in annual advertising spending, or \$150,000 per month. Arthurs' high performance managing an advertising campaign for a client resulted in the client increasing their holiday shopping revenue by 29% from 2021 to 2022.

Arthur is someone who likes to build things and tinker with them to perfect them, then take them to the next level to delight those who will use them. He loves to work with talented people and be a driving force that leads the team to success. Arthur is a graduate of the University of California San Diego with a bachelor's degree in pharmacology.



MICHELLE BELLON

Sr. Vice President, Impact & Growth
Rescue Agency

Michelle Bellon is the Senior Vice President, Impact & Growth at Rescue Agency. Her strategic development work spans topics such as tobacco prevention, alcohol/substance use prevention, nutrition/physical activity promotion, early childhood development, safer sex education, environmental responsibility and more. While at Rescue, she has led and advised the development of more than 150 public health campaigns. She has optimized new business development approaches by identifying promising opportunities, educating prospects on a highly specialized service offering, and refining new business proposals and processes which contributed to 31% YOY revenue growth. She has led the deployment of a CRM that helped increase business development contacts by nearly 60%. Bellon has built critical business infrastructure to scale paid media operations through an explosive period of agency growth (77% YOY increase in media billings).



BETH BINGER

President
BCIpr

Over the past 20-plus years, few have represented as many truly iconic and landscape-shaping real estate developments as Beth Binger, president of Binger Communications, Inc (BCI). She has been responsible for the public relations efforts for projects totaling more than \$10 billion. Binger has a proven track record securing media coverage designed to influence key audiences and industry leaders. On behalf of its clients, BCI has secured coverage in national and local publications. Significant projects that she's represented include the \$3.4 billion New Terminal 1 at the San Diego International Airport, the \$2.5 - \$3 billion University of California San Diego Hillcrest Medical Campus Redevelopment, and the \$1.1 billion Triton Center at UC San Diego on behalf of civil engineer Latitude 33 Planning & Engineering. Binger earned a bachelor's degree in communications from the University of California San Diego. She can be reached at beth.binger@BCIpr.com or 619-987-6658.



ANNETTE BLAYLOCK

Founder, Marketing Strategist
Insights Media Solutions

Annette Blaylock is the Founder and Marketing Strategist for Insights Media Solutions. With more than 20 years of experience in marketing and sales, she has worked in some of the largest media companies in the United States and helped launch hundreds of successful campaigns, placing millions of dollars in ads for brands like Pfizer, Simon Properties, GM Dealers and ConAgra Foods. She also consults on personal brand strategies for corporate executives and creative entrepreneurs. Her key services include marketing and digital advertising, brand strategy, social media strategy, media buying and planning, client niche and Facebook/Instagram ads. She received WBENC certification in 2022. Her company has experienced YOY sales growth of 135%. She is also an ECCC.org career mentor and a featured podcast guest on Conquer Local Podcast. She can be reached at Annette@insightsmediasolutions.com or 619-333-1229.



LAEL BORDUIN

Marketing Manager/Senior Graphic Designer
Lee & Associates Commercial Real Estate Services, Inc. - NSDC

Lael Borduin is Marketing Manager/Senior Graphic Designer at Lee & Associates Commercial Real Estate Services, Inc. - NSDC. She was awarded the Employee of the Year Award in 2022. Borduin creates dynamic marketing campaigns and specializes in brochures, fliers, posters and pamphlets. She also is an expert in video editing and production, branding, web development, email campaigns and mailers. Well versed in the commercial real estate world, she knows how to use marketing materials to gain the maximum amount of interest in properties and has a track record of delivering exceptional results. She has a strong work ethic with dedication and commitment to producing high-quality work that sets her apart as a leader in the field. She is known for her innovative thinking and creative approach to marketing, bringing fresh ideas to the table, pushing boundaries and finding unique solutions to challenges.



FARYAR BORHANI

VP, Chief Communications Officer
Encore Capital Group

Faryar Borhani is VP Chief Communications Officer, Encore Capital Group. As Encore's Chief Communications Officer, Borhani has led a group of the industry's most talented and creative professionals, and together they're responsible for developing and managing Encore's global corporate communications strategy across Europe, Asia and the Americas. This includes leading the design, execution and measurement of programs spanning stakeholder relations, Environmental, Social and Corporate Governance (ESG), corporate reputation and brand positioning, issues and risk mitigation, and providing counsel to Encore's executive leadership team. In 2022-23, he launched Encore's first-ever ESG capability and with it the company's first-ever annual report and led the effort to launch Encore's new global Mission, Vision and Values through a campaign that engaged 6,000 employees to help co-create the final language. Previously he has overseen communications and social media for FOX Sports' national soccer-dedicated cable network.



BRIAN BROKOWSKI

General Manager, Southern
California Growth & Operations
Allison + Partners

As General Manager of the San Diego office of Allison+Partners, Brian Borowski is a corporate communications professional with more than 20 years of in-house and agency experience establishing, building, and defending the brands of industry leaders, from emerging start-ups to Fortune 100 companies. Allison+Partners is a global communications firm and Borowski is responsible for enhancing the agency's reputation across multiple offices, proactively identifying emerging and promising areas for growth in the region and evaluating potential investment areas for the agency. Under his leadership, the San Diego office has grown by more than 300%. This growth has been across various client sectors, including the healthcare, technology, hospitality, and travel industries, working with many banner companies and leading employers in San Diego such as ResMed, Qualcomm and Dexcom. Borowski earned a bachelor's degree in communications from the University of San Diego.





SHANNON BROWN
CEO
CENTRIC

Shannon Brown is CEO of CENTRIC, and has more than 30 years in advertising, PR and marketing experience. She engages with multicultural markets through traditional/non-traditional marketing tactics using advertising, public relations, promotion, community relations, social media and strategic partnerships to create movement in behavioral change. Brown manages client media campaigns including media buying, public relations, design and outreach up to \$3 million annually. The company has experienced an annual agency growth rate of more than 65% since 2018. CENTRIC has supported the County of San Diego since 2020 in its efforts to inform and support communities during the recent COVID-related health pandemic, receiving the County of San Diego's Live Well San Diego 21st Annual Public Health Champion for Public Relations, Research, and Communications Award in 2022. She can be reached at shannon@centricmarketing.com or 619-546-5390, ext. 701.



AARON BYZAK
Chief External Affairs Officer
Tri-City Medical Center

Aaron J. Byzak, chief external affairs officer at Tri-City Medical Center in Oceanside, is a healthcare leader, influential mentor, motivational and energetic public speaker. His responsibilities include executive leadership, strategic planning, and oversight for Tri-City Medical Center's marketing, communications, government affairs, community engagement activities and patient transportation. He is a four-time Emmy Award winner. A developer of high-performing teams, Byzak is a popular teacher, trainer, coach, and designer of best practice public health, outreach, and advocacy projects. He earned his master's degree in healthcare management and policy from the University of California Irvine, a bachelor's degree in social science from Chapman University, and certificates from Cornell University and the University of California Los Angeles. He can be reached at ajobyzak@tcmc.com or 760-889-3609.



VICTORIA CALDWELL
Creative Director
NuVasive

Victoria Caldwell, Creative Director at NuVasive, has spent 11 years in the medical technology industry, specializing in creative and brand development. She leads the NuVasive creative and marketing technology team, responsible for the company's brand and digital marketing channels such as web, email and sales enablement. She directs the creative brand presence for the \$1 billion, spine-focused company. One of her many efforts was leading a refresh of the company's brand. Outside of her creative responsibilities, Caldwell is an active member of NuVasive's employee resource group (ERG), Women In NuVasive (WIN). She has helped advise on the direction of the ERG's creative brand, supporting more than 650 members in advancing their skills through connection and education. Outside of NuVasive, Caldwell has been a part of the American Marketing Association, American Institute of Graphic Artists and Creative Mornings.



NICK CENTERA
Director of marketing
Qcells USA Corp

Nick Centera is Director of Marketing, Qcells USA Corp. Centera has been a part of the utility scale renewable energy industry for 10 years. He's responsible for overseeing the marketing efforts at the utility scale division of Qcells. Directly and indirectly, he's supported the development of renewables projects since 2014. Through his guidance, he helped establish the Terra-Pro Solutions brand and build the reputation of the utility scale division at Qcells. Prior to his energy experience, Centera worked in Hollywood as a cinematographer and camera person. He's been taking pictures, making movies and creating graphics since middle school. In 2023, he has been leading the highest social follower growth of nearly all the utility scale renewable market on LinkedIn and in 2022, had the second highest social growth rate of nearly all the leading utility scale renewables market on LinkedIn.



MARILYN COWLEY
CEO & Founder
PREM PR & Social

As founder and CEO of PREM PR & Social, Marilyn Cowley led the firm in securing a brand partnership with Logan Webb, the pitcher for the Giants, for Ike's Love & Sandwiches. PREM, which stands for Personal, Results-driven, Effective, and Memorable, is a boutique firm that sets itself apart by providing the personal touch often lacking in larger agencies. Cowley's efforts in branding and marketing The Table Tyke, a baby placemat, led to a feature on "Shark Tank." Cowley also led the firm in winning an Addy award for its work on the "King Of Final Expense" commercial for Golden Memorial Insurance. Cowley earned an associate degree in communications from Foothill College, an associate degree in broadcast journalism from the College of San Mateo, and a bachelor's degree in communications and journalism from Fresno State University. She can be reached at marilyn@premprsocial.com or 760-687-9995.



Jeff Fisher
Managing Partner
Jeff@LMAworldwide.com



**MARKETING
& ADVERTISING**

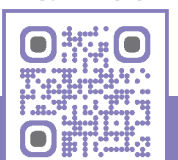


Laurie Fisher
Founder & CEO
Laurie@LMAworldwide.com

Congratulations to Jeff and Laurie Fisher.
Your exceptional talent and dedication
have made a positive impact on the industry.
Thank you for inspiring us with your
innovative ideas and leadership!

Innovative Marketing Solutions That Maximize Results

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ANNA CROWE
CEO and Founder of Crowe PR
Crowe PR

Anna Crowe is the Founder and CEO of Crowe PR. She is recognized as a public relations and marketing expert, best-selling author and speaker. With an MBA in International Marketing and a bachelor's degree in accounting, she spent 20+ years marketing iconic brands like Sony, Capitol Records, AT&T, The Beatles, Jennifer Lopez and Coldplay between New York, Los Angeles and San Diego. In addition to running Crowe PR and marketing mid to large-sized healthcare, consumer and hospitality brands, she is an adjunct marketing faculty member at University of San Diego's School of Business. In 2022 and 2023 YTD, her team has launched major marketing campaigns for notable mid to large-sized consumer, hospitality and healthcare brands, including Skrewball Peanut Butter Whiskey and Crystal Head Vodka. She can be reached at acrowe@crowepr.com or 619-794-0114 ext. 700.



RACHEL CUNNINGHAM
Content Marketing Director
Bop Design

Rachel Cunningham is the Content Marketing Director at Bop Design. She has led content marketing and generation efforts for Bop Design clients for more than eight years. She has retained clients for almost six years, on average, during her tenure. Cunningham has implemented content marketing strategy for Bop Design clients that has helped the agency be ranked the #1 web design agency in the U.S., according to Clutch. She's written ebooks, white papers, blogs, articles, infographics and style guides. Her special interests are SEO, social media and the online user experience. She earned a B.S. in Management from Boston College and holds a Master of Arts in English from California State University, Long Beach. She currently volunteers with rescue kitties at Whiskers and Wine in North Park. She can be reached at rachel@bopdesign.com or 619-330-0730 x806.



ANNALISE DEWHURST
Director of Marketing
La Valencia Hotel

Annalise Dewhurst is the Director of Marketing at La Valencia Hotel. After being named as the Outstanding Graduate in Public Relations from San Diego State University, she embarked on her hospitality marketing journey at L'Auberge Del Mar. With her expertise honed at Estancia La Jolla, she played a pivotal role in restaurant rebrands and a successful website launch, among other notable achievements. She led the charge in organizing the grand 95th anniversary celebration of La Valencia in 2022, demonstrating her commitment to impactful, holistic storytelling that evokes the nostalgia of a bygone era. She's also worked with the La Jolla Merchants Association on marketing collaborations and supports local charities including Ronald McDonald House Charities of San Diego and Rady's Children's Hospital. She can be reached at adewhurst@lavalencia.com or 858-551-3741.



KEVIN DININO
President
KCD PR

Kevin Dinino is the President and Founder of KCD PR. KCD PR is a digital communications agency with strategic communications expertise rooted in the fintech, blockchain, high-tech and financial services industries. He and the team drive brand awareness and regularly garner top-tier placements including Bloomberg, CNBC, Fortune, Forbes, Inc. and other high-profile trade publications. KCD PR was named one of Forbes Best PR Agencies in 2022. He serves on the Board of Directors and chairs the Outreach Committee for Cyber Center of Excellence (CCOE), a San Diego-based non-profit that mobilizes industry, academia and government to grow the regional cyber economy and create a more secure digital community for all. He's also the voice of Cyber Insiders, serving as host of the podcast which covers a range of cybersecurity topics. He can be reached at kevin@kcdpr.com.



SUSAN FARESE
President
SJF Communications

Susan Farese is the President of SJF Communications. She has more than 21 years of experience in public relations. She has provided a wide variety of communications services including public relations, publicity, marketing, websites, filmmaking, acting, social media, writing, public speaking, photography, mentoring, coaching and legal nurse consulting services. As an author herself, she provides insightful support for writers and would-be writers. She is a veteran with more than 12 years of military experience as a nurse. In addition to her being on the advisory board of San Diego Film Week, she is a member of SAG-AFTRA, American Legion Post 43, Veterans in Media & Entertainment, San Diego Writers Ink, San Diego Press Club, Southern California Writers Association and the Army Nurse Corps Association. She can be reached at sjfcommunications@gmail.com or 858-353-7488.



LAURIE FISHER
Founder & CEO
LMA Marketing & Advertising

Laurie Fisher is the founder and CEO of LMA Marketing & Advertising. Fisher has nearly two decades of experience in driving nationwide business promotion for her partners. LMA serves a diverse client roster in myriad industries. Fisher manages a team of 13 marketing professionals in the industry, leveraging 25 years of experience to negotiate the best rates for her clients. She proactively expanded LMA by establishing an in-house social media department and digital department, providing comprehensive marketing solutions. For more than a decade, Fisher has devoted much of her time to nonprofit organizations across San Diego, making a profound impact on organizations such as Shabbat San Diego, Second Chance, Classic for Kids, the Kindness Initiative, Mano a Mano Foundation and Humble Designs, all working tirelessly to uplift and support their community. She can be reached at laurie@lmaworldwide.com or 619-889-1130.



JEFF FISHER
Managing Partner
LMA Marketing & Advertising

Jeff Fisher, managing partner of LMA Marketing and co-owner of the business with his wife Laurie, develops effective marketing strategies for the agency's clients. Under his leadership, LMA's clients experienced remarkable revenue growth last year despite economic fluctuations, thanks to carefully crafted strategies implemented by Fisher and his team. He has 42 years of experience in media. Recognizing the evolving landscape of media consumption, Fisher in 2022 identified the need to establish a social media and digital department to capitalize on emerging trends and invested in hiring dedicated staff for these departments. In less than a year, both divisions became profitable, contributing to the agency's record-breaking revenue growth. He has been involved with San Diego Rescue Mission, Rotary, the Boys and Girls Club of San Diego and the Second Chance program. He can be reached at jeff@lmaworldwide.com or 619-838-4154.



AMBER FRANKHUIZEN
Founder/CEO of AFMKTG
AFMKTG

Amber Frankhuizen is the Founder and CEO of AFMKTG. AFMKTG [A-F-Marketing] is an award-winning creative agency specializing in design, branding, social media website development and strategy. She leads marketing strategy and services for clients in the luxury space, with an estimated 7.2 million organic social media impressions achieved YTD in 2023. As the agency's creative director, she has directed and launched 10 new brands - both in visuals and in strategy - for companies in multiple industries including fine fragrance, real estate development and even for other marketing agencies. Her company was the winner for "Best Website for a Company or Community" for CityMark.com. She is the host of "Old Money", a new podcast that aims to educate professionals while offering business and entrepreneurial tips. She can be reached at amber@afmktg.com or 858-336-8700.



AARON GAEIR
Founder & CEO
GDX Studios

Aaron Gaeir is the Founder and CEO of GDX Studios. He thrives in a creative, dynamic and supportive environment and has had success throughout his career in creating profitable ventures in media, healthcare and biotech. He led the team in remarkable organic growth at GDX Studios with more than \$1 million in sales in 2020, \$3 million in 2021, \$7 million in 2022 and is projected to exceed \$10 million in 2023 with a target of reaching more than \$20 million in 2024. He has successfully sold six companies, from concept to liquidity, with a total enterprise value of \$150 million, demonstrating his exceptional entrepreneurial acumen. He received the prestigious Top 100 Agencies in the Country award by Event Marketer for nine consecutive years, cementing his industry reputation. He can be reached at agaeir@gdxstudios.com or 916-548-8163.



EILEEN GAFFEN
President
Steres Gaffen Media

Eileen Gaffen is President of Steres Gaffen Media, a PR agency she founded in 2014. Gaffen helps companies connect with their customers through strategic communications planning, media relations, community outreach, thought leadership, positioning and brand building. Her company's recognitions include an Emmy, Southern California Golden Mike, San Diego Press Club Excellence in Journalism and Public Relations Society of America Silver Anvil awards. Steres Gaffen Media experienced year-over-year growth in 2022, doubling revenue. Gaffen served two terms as President of the San Diego Press Club, steering the Club through the pandemic and setting up the organization for success by transitioning it to a 501c-3 public benefit corporation. She developed strategic communication plans for local companies, laying the groundwork for them to be thought leaders in the solar energy and rental housing sectors. She can be reached at eileen@steresgaffenmedia.com



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BRYNN GIBBS
Founder & CEO
Consumer Fusion

Brynn Gibbs is founder and CEO of Consumer Fusion, a highly regarded reputation management company trusted by thousands of businesses and some of the country's most well-known brands. She started the company in 2013 after helping close family friends with fake negative review removal for their businesses. Improving and protecting her clients' online reputation is her priority. She has helped businesses remove more than 100,000 illegitimate reviews from review sites including Yelp, Google, Facebook, TripAdvisor and Healthgrades. Entrepreneur magazine has ranked Consumer Fusion as a top marketing partner in franchising and one of the fastest-growing companies in the Inc. 5000. Along with the company's success, Gibbs has also been as one of the top 50 Women of Influence in Technology and 40 under 40 in San Diego. She can be reached at brynn@consumerfusion.com or 559-313-1038.



MARTY GLASKE
Senior Vice President, Client Development
Gafcon, Inc.

Marty Glaske is Senior Vice President at Gafcon Inc., managing Gafcon's Marketing and Client Development teams, implementing innovative and effective strategic marketing and growth initiatives firm-wide. Over the last two years during the pandemic, Glaske was able to pivot and reassess the in-place marketing and growth strategy, and taking into account the changes in the industry, revise the strategy, resulting in the recent success of penetration into new markets including healthcare, water/wastewater and student housing.

Glaske has overseen Gafcon's growth in social media which has included a podcast series, "The Construction Storyteller." Glaske is a firm believer in building and maintaining a diverse and inclusive work environment, and serves on the Gafcon Culture Committee as well as the Talent Management Committee. He is involved in multiple nonprofit organizations focusing on the growth of marketing in the AEC industry.



CYNTHIA GONZALEZ
San Diego Region Senior Marketing Director
NewMark Merrill Companies, Inc

Cynthia Gonzalez is San Diego Region Senior Marketing Director for NewMark Merrill Companies, Inc. Gonzalez this year won two top 2023 Global MAXI Marketing Awards from the International Council of Shopping Centers. Gonzalez is a marketing leader who uses her role overseeing marketing for more than 30 shopping centers in San Diego County. With dual Communications and Spanish degrees plus a master's degree in management, her career path has included strategic positions at television and radio stations, managing marketing and communication for two national companies, and since 2008, has been creating award-winning marketing programs at NewMark Merrill. She produces year-round events in shopping centers around the county, all free to public and educates, counsels and advises retailers in the company's shopping centers on marketing to help them build customer loyalty and sales. She can be reached at cgonzalez@newmarkmerrill.com



NICOLE HAGAMAN
President
TW2 Marketing

Nicole Hagaman is President of TW2 Marketing, a leading strategic marketing executive with more than 25 years of results-oriented experience. She holds an MBA in entrepreneurship and has founded, grown, acquired and strategically aligned two highly successful marketing firms serving prominent California entities across the accounting, legal, commercial real estate and nonprofit sectors. She has built a successful marketing career on her deep expertise helping industry-leading businesses thrive. Since acquiring TW2 Marketing in 2022, Hagaman has overhauled technology and organizational systems at the firm and implemented new training programs, positioning TW2 to expand its services, clients and team. She oversees an 11-person team to deliver PR, media relations, content, video and communications strategies. She is a former board member of Serving Seniors and is former social media manager of the Friends of San Clemente Foundation. She can be reached at nhagaman@tw2marketing.com



JUAN HERNANDEZ
Vice President
IVC Media LLC

Juan Hernandez is Vice President at IVC Media. Hernandez joined IVC Media in 2016 and expanded IVC Media's offices to Mexico in 2017-18. In five years, he has grown creative digital team in Mexico to nearly 40 full-stack creative designers. He oversaw the digital strategy for SDSU West into Mission Valley. He has overseen the creative process for branding California's largest cannabis retailer, March and Ash and is overseeing the complete redesign for one of California's largest Cannabis brand owners, Cannacraft. Hernandez has pushed the bounds of creative digital, incorporating 3D animation, AI generated content and automated marketing processes ahead of the industry. In 2021 he implemented the San Diego Unified High School District's summer program website, which had to be designed, developed and ready for use by families quickly. He can be reached at juan@ivcmedia.com or 619-710-5025.



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SDBJ's 2023 Leaders of Influence in Advertising, PR & Marketing Honorees

Tony Manolatos
MANOLATOS PUBLIC AFFAIRS

Juan M Hernandez
ivcmedia CREATIVE

This summer **TONY & JUAN** are launching **DEAR SAN DIEGO**, a public affairs **PODCAST** with personality! **DEAR San Diego PODCAST**



TRINITY HOUSTON

Director of Marketing & Media
LabX Ventures

Trinity Houston is Director of Marketing & Media for LabX Ventures. A multi-talented individual who has made her mark in the entertainment industry, Houston produces feature films, commercial videos, television programs, live concert DVDs and streaming events featuring renowned artists like Justin Hayward and The Alan Parsons Project. She now focuses on film and music distribution, scouting quality content for global theatrical and streaming platforms. Houston's career spans entrepreneurship, entertainment, publishing, event planning, trade show management and public relations. She has been internationally recognized for her heroic efforts during Hurricane Irma in 2017, helping rescue stranded individuals. Her expertise extends to marketing Caribbean resorts, creating Vacation Entertainment Television and producing INdTelevision and EyeOnIndie, highlighting independent talent in film, music and culture. She has excelled as the Executive Producer of the Idyllwild International Festival of Cinema for 15 years.



MARIA HUNTALAS

Vice President, Corporate
Communications & Marketing
BioMed Realty

Maria Huntalas is the Vice President of Corporate Communications and Marketing at BioMed Realty. She has nearly three decades of experience in strategic communications and marketing in companies at various stages of growth in a variety of industries. Huntalas is known for inspiring and leading teams to develop and execute public relations strategies that move the needle on the company's broader business goals. She leads internal and external communications efforts across BioMed Realty's global portfolio of more than 27 million square feet of assets. She has successfully advanced the company's brand in its six core life science markets. Huntalas is an active member of Athena in San Diego, helping to elevate women in STEM through leadership development. The overarching goal of this organization is to advance one million women in STEM by 2030.



KRYSTEN ISAAC

Vice President, Group
Management Director
Rescue | The Behavior Change Agency

Krysten Isaac is Group Management Director at Rescue | The Behavior Change Agency, where she oversees multiple teams to promote health equity and behavior change campaigns across 30 states. Isaac has been instrumental in growing one of the largest youth vaping communications efforts in the country, Behind the Haze, which is now active in more than a dozen states. She oversees Tobacco Control Programs at Rescue along with other campaigns that focus on youth marijuana and substance misuse, vaccination communications and more. Isaac had the honor of coordinating efforts with the White House as part of the President's Moonshot Initiative to reduce preventable cancer related disease and death. She is spearheading a COVID-19 vaccination public health initiative to increase vaccinations among vulnerable populations as well as a health disparities initiative to reduce impacts among marginalized populations and refugees.



KARA JENSEN

Creative Principal and CEO/
Founder
Bop Design

Kara Jensen is Creative Principal and the CEO and founder of Bop Design, where she pours her creativity into the conception and art direction of client marketing initiatives. Dedicated to communicating each client's unique business value, Jensen forges connections with target markets through strategic design and high-impact marketing concepts. She has decades of experience designing marketing communications for corporations and nonprofits, is a mentor to SDSU students and graduates, and is an avid writer, sharing industry news through blogs and podcasts. Prior to Bop Design, she was at LPL Financial, designing materials and implementing brand strategies for the corporate office and its financial advisors. For three years she was marketing communications director for Windsor Capital, developing campaigns, advertisements and websites. Bop Design was ranked No. 6 in San Diego Business Journal's Best Places to Work for 2022.



THAD KAHLOW

CEO
BOL

Thad Kahlow, finance leader-turned-CEO of BOL, is equally at home thinking about the numbers and engaging in the boardroom. After more than 20 years leading BOL to success, Kahlow keeps the company on the cutting edge of B2B marketing. A servant leader through and through, he leads BOL with a people-first mentality that empowers his team to do their best work and overdeliver for our clients every day. He has presented and spoken at more than 60 industry and executive conferences and is often published in leading B2B marketing trade and business publications. His leadership at BOL has helped gain industry recognition and accolades such as BMA Agency of the Year, BMA Award of Excellence, Fortune's "10 Great Workplaces in Advertising and Marketing," Ad Age's "Best Place to Work" and Inc. Power Partner. He can be reached at thad.kahlow@bol-agency.com or 866-333-1265.



KERRY KRASTS

Executive Creative Director
The Shipyard

Kerry Krasts is Executive Creative Director at The Shipyard and has been working in the advertising industry for more than 18 years. Krasts began her career in 2002 as a copywriter at Y&R and in 2006, moved to Greenhaus as an integrated copywriter. From 2008-20, she worked at Mering as creative director, ACD Writer and senior writer. Krasts is a driving force in The Shipyard's ability to solve brand problems through bold ideas, in-market experiments and iterative improvement. She expertly aligns her bold creativity with customer insights and create brand love, creating award-winning and memorable creative content. She strongly believes that a wide spectrum of backgrounds and points of view are essential to strengthening the company's work. Her talent provokes cultural change, redefines category norms and creates long-term sustainable growth. She can be reached at kkrasts@the-shipyard.com or 943-306-4979.



ANGELA LEAVITT

Founder & CEO
Mojenta

Angela Leavitt is founder and CEO of Mojenta and has nearly 20 years of sales and marketing experience. Leavitt founded Mojenta (formerly Mojo Marketing) in 2010. It was the first and only full-service marketing agency with an exclusive focus on the telecom, IT and cloud services industries. Since then, she has worked with more than 200 companies including Comcast, BullsEye, Spectrum, Micro-Corp, Intelisys and Time Warner Cable, as well as numerous VARs, MSPs and traditional telecom agents. In July 2018 and 2020, Mojenta was named to the Top 100 Fastest Growing Private Companies in San Diego. An accomplished speaker, Leavitt has been a regular presenter at ITEXPO, COMPTEL, Channel Partners, Cloud Partners and Women in the Channel events. In 2021, she was a finalist for the San Diego Business Journal's Businesswoman of the Year award.



NARA LEE

Director, Corporate Marketing
IQHQ Reit

Nara Lee is Director of Corporate Marketing at IQHQ, one of the fastest-growing life science property developers in the country. Lee has successfully designed and implemented effective marketing strategies to promote the IQHQ brand and its portfolio of major life science development districts in the key markets of San Diego, San Francisco, Boston and the United Kingdom. She has played a key role in the marketing and public relations efforts for San Diego's Research and Development District (RaDD), the largest urban commercial waterfront site along California's Pacific coast, currently under construction. Lee has worked in graphic design, communications and marketing for more than 15 years. She spends her free time as a volunteer with several organizations, including CreativeMornings San Diego, and also serves on IQHQ's Impact Committee, driving the team's philanthropic output.



WILLIAM LOPEZ

Principal
Alternative Strategies

William Lopez is Principal at Alternative Strategies. An accomplished professional with a diverse range of achievements, since founding Alternative Strategies in 2000, Lopez has demonstrated his expertise in critical thinking and strategy, consistently delivering integrated marketing programs, public relations campaigns and brand management initiatives. His skills as a marketing partner have allowed him to create brand architectures that transcend cultural barriers, enabling successful implementation at all levels. Able to foster collaboration between clients and agencies, Lopez excels at optimizing brand activation and achieving results. As an appointed member of the LGBTQ+ Advisory Council by the San Diego Sheriff's Department, Lopez contributes to fostering inclusivity and promoting the community's well-being. He is board president for North Park Mainstreet, seeking to enhance the vitality and growth of the community. He can be reached at william@altstrategies.com or 619-840-0322.



JACK M. BERKMAN

President & CEO
Berkman Strategic
Communications

Jack M. Berkman is President and CEO of Berkman Strategic Communications and has 50 years of experience in PR/Communications field. An APR-accredited member of the PRSA, he was inducted into elite PRSA College of Fellows and was San Diego Press Club 2018 PR Person of Year. A Red Coat Life Member of Holiday Bowl, as a professional auctioneer, he has raised \$3.5M for charities. Berkman provides full-time public relations leadership for three national companies and several regional companies and has created a strong presence for them in their space locally, regionally and nationally. Berkman coaches college students with interview training techniques as they prepare for the next step into their professional career choices and works with CEOs, providing presentation and speaker training to support their leadership roles internally and externally. He can be reached at jack@berkmanpr.com or 619-246-3404.





TONY MANOLATOS
President
Manolatos Public Affairs

Tony Manolatos is President at Manolatos Public Affairs, where he is a seasoned strategist with more than 20 years of experience in public relations, politics and public policy. He is a lead consultant for several homebuilders, government agencies, advocacy groups and nonprofits. Manolatos provides strategic advice and tactical implementation that help his clients achieve their goals and leverages his experience and his network to lead public affairs campaigns, media relations, crisis communications, community engagement, coalition building and more. He recently wrote a new strategic communications plan and led a rebranding effort for the San Diego County Building Industry Association, helping it work to build more affordable homes across our region. He also wrote a new strategic communications plan and is leading a rebranding effort for the San Diego Regional Task Force on Homelessness. He can be reached at tony@manolatospa.com



RON MARCUS
Director of Marketing
San Diego County Bar Association

Ron Marcus, marketing director of the San Diego County Bar Association, is an experienced strategic brander, culture creator, leader, veteran marketing director, master copywriter, content marketer, and seasoned creative director, with extensive agency and client-side experience. He has worked in many industries, including technology, financial services, retail, energy, construction, and nonprofits. Marcus has led marketing for the San Diego County Bar Association since May 2019, helping the organization turn a prior years-long decline in membership into a stable, healthy membership base despite the challenges of the COVID-19 pandemic.

A karate instructor, Marcus is president, public relations manager and media spokesman for San Diegans For Gun Violence Prevention. He holds degrees from SDSU and University of Redlands. Reach him at ron@shindymedia.com or 858-224-2098.



TONI MCMAHON
Regional Marketing Manager
Fusco Engineering

Toni McMahon, regional marketing manager at Fuscoe Engineering Inc., manages marketing and business development for the regional office of the award-winning civil engineering firm. For more than 20 years, McMahon has delivered exceptional services to companies in the construction design and building industries. At Fuscoe Engineering, she is continually elevating the company's ability to uncover project and partnership opportunities throughout San Diego by building trust with partners across the commercial real estate, healthcare, manufacturing, architecture, retail, public and technology sectors. She has expanded Fuscoe's work in the life science and energy industries.

McMahon shares her expertise with organizations including CREW San Diego and Urban Land Institute San Diego-Tijuana. She also serves on the St. Elizabeth Seton Women's Auxiliary and the board of Home Start. She can be reached at TMcMahon@fuscoe.com or 858-554-1500.



RIC MILITI
CEO/Executive Creative Director
InnoVision Marketing Group

Ric Milti, CEO and executive creative director of InnoVision Marketing has worked in marketing for more than 30 years. Under his leadership, InnoVision has expanded nationally and is moving into the global market in franchise marketing and brand management. The company offers a range of in-house divisions and services, including brand strategy, advertising, proprietary digital media, creative services, film production, traditional media, public relations, Hispanic marketing, talent and casting, and social media & reputation management. Milti's marketing success began in his 20s when he started Galpin Studio Rentals, which has become the largest transportation company in the entertainment industry. He has worked with such celebrities as Merv Griffin, Jeffrey Katzenberg and Aaron Spelling, and brands such as Pennzoil, Corona Beer, Domino's Pizza, Neutrogena, Kahlúa, Nissan, DreamWorks/SKG, Universal CityWalk, and the Academy of Motion Picture Arts & Sciences.



DAVID MILLER
Chief Marketing Officer
San Diego Zoo Wildlife Alliance

As the chief marketing officer of the San Diego Zoo Wildlife Alliance, David Miller is a change agent for conservation who exemplifies exceptional leadership, and brings innovative approaches to brand building, storytelling, and communication. Under his leadership, the San Diego Zoo Wildlife Alliance has had historic growth, achieving one of the most extensive and unique digital reaches, including more than 5 million social media followers, over 36 million website visitors, and one of the largest email subscription bases for a global conservation organization.

Using his expertise in drawing visitors to some of Southern California's top destinations, Miller has steered the organization closer to the heart of its allies for wildlife, increasing guest engagement and its impact on the San Diego community. Miller earned a bachelor's degree in business management with an emphasis on marketing from Biola University.



NewMark Merrill Companies, Inc. is proud to congratulate Senior Marketing Director Cynthia Gonzalez on being selected as a 2023 Advertising PR & Marketing Leader of Influence by the SDBJ. Cynthia is driven by her passion and commitment to building our shopping center communities. This is evident as two of Cynthia's Shopping Center Marketing programs were recognized with top awards at the 2023 Global MAXI Marketing Ceremony at the prestigious International Council of Shopping Centers (ICSC) Conference in Las Vegas. The annual Global MAXI Awards, with thousands of U.S. and international entries, are presented to the best retail and marketplace industry programs. These awards are a testament to how valuable our marketing programs are to support our merchants, help them thrive, and to make our shopping centers places where our customers come and love to spend time.



www.newmarkmerrill.com

When you love shopping centers, it shows.



ILO NEUKAM
 Founder & Chief Marketing Strategist
 The Collective

Ilo Neukam is founder and chief marketing strategist at The Collective. With extensive experience in marketing, communications, and successful business ownership, Neukam is renowned for her strategic acumen. The Collective has grown from one local San Diego client to 42 national and international accounts. Her team provides scalable marketing solutions for local and national plans. Notable clients encompass Scripps Research, Torrey Pines Bank, Bridge Bank, Western Alliance Bank, YMCA and University of San Diego. In 2022, The Collective's revenues grew more than 30% YoY, and it is on track for an additional 50% revenue growth in Q4 2023. She won the Junior League of San Diego's President's Award twice. In 2023 she earned an MBA from UCSD Rady School of Management and a certification in marketing management through Rady's program. She can be reached at ilo@thecollectivesd.com or 619-994-2458.



JAMIE PARIS
 Founder & CEO
 Luxuria Public Relations

Jamie Paris is the Founder & CEO of Luxuria Public Relations, a top San Diego public relations firm, which she began with \$300 in the bank. Paris, a first-generation entrepreneur and business owner, is an expert in developing captivating stories from idea generation to publication and positioning brand partners at the media forefront. Paris creates stories and trends with clients' brands at the centerpiece. Although Luxuria Public Relations has worked with brands throughout the country, the firm continues to focus on servicing San Diego-based businesses. In 2018 Luxuria Public Relations employed its first team member and since then has provided employment opportunities. Paris was able to keep Luxuria PR's doors open through the pandemic and increased business and employee count during one of the most challenging times for small and large businesses alike. She can be reached at jamie@luxuriapr.com or 619-487-0363.



JEFF PONDER
 Director, Corporate Marketing and Brand at NuVasive
 NuVasive

Jeff Ponder, Corporate Marketing and Brand Director at NuVasive, has more than 14 years of experience in marketing communications and has spent the past nine years of his career dedicated to the spine industry. Through his team — made up of content strategy, the creative and digital team, and international marketing — he has been essential in supporting the company's go-to-market strategies and key marketing programs.

He is a champion of developing his team's strengths and preparing team members for their next career steps. He is exceptional at leading through times of change, being a role model in conquering adversity with grace, and creating a safe space to allow his team to share openly. Ponder regularly supports industry conferences in the marketing technology sector to stay on top of the latest advancements in technology.



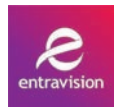
EMILY PORTER
 President, West & CMO
 Havas Formula

Emily Porter is President, West & Chief Marketing Officer of Havas Formula, and has more than 20 years of experience in public relations, with a focus on B2B and consumer brands. Known for strong leadership, creativity and problem-solving skills, Porter oversees all PR teams in the firm's San Diego and Los Angeles offices, with practice areas including consumer and high tech, industrial, consumer, QSR and emerging brands, spearheading all agency marketing efforts. Her leadership helped drive nearly one-third of Havas Formula's revenue in 2022, propelling the agency to its most successful year in three decades. Her influence enabled the agency to achieve record-breaking revenues of \$34 million. Havas Formula is recognized as one of the Top 50 PR agencies in the nation and is one of San Diego's oldest and largest PR firms. She can be reached at emily.porter@havasformula.com



MARIANGELA "COOKIE" PRETTO
 Vice President of Digital Local Sales
 Entravision

Mariangela "Cookie" Pretto is Vice President of Digital Local Sales for San Diego, Los Angeles and Phoenix for Entravision, a publicly traded company and the largest affiliate of more than 50 Univision TV stations across the United States. A first-generation American, Pretto was born in Arizona and in 2010 moved to San Diego after 10 years in the automotive sales industry. She was recruited to be a dedicated automotive sales executive for a Univision TV station and in 2015 was recognized as the company's top rising star. Over the past 10 years she has risen through the company from Account Executive to Digital Sales Manager to Digital Regional Sales Manager in San Diego and El Centro. In July 2022 she was promoted to her current position leading more than 50 sales executives. She can be reached at Mpretto@entravision.com



KATHERINE RANDALL
 Founder
 Katalyst Public Relations

Katherine Randall is founder and owner of Katalyst Public Relations. Randall garnered her PR knowledge working in-house and at several top lifestyle PR firms directing publicity campaigns as well as launching e-commerce business as the director of communications. In 2010, Katherine founded Katalyst to work with brands and industries she was passionate about while providing a hands-on approach and creating long-term partnerships with clients. Her goal was to build an agency representing brands that inspired her and the team and to provide an unmatched level of personal service and results. Katalyst works with top hospitality groups, destinations and lifestyle brands in San Diego. Building and maintaining relationships with the city's culinary and lifestyle leaders along with her authentic passion for San Diego's ever growing hospitality industry has made the agency successful over the years. She can be reached at katherine@katalyst-pr.com



LAURA REHRMANN
 Director of Marketing and Communications
 Center for Sustainable Energy

Laura Rehrmann is Director of Marketing and Communications for the Center for Sustainable Energy. Rehrmann is a strategic communicator with national media, nonprofit and corporate experience. At CSE, she directs a team of marketers who accelerate the adoption of electric vehicles and solar energy across the U.S. After a successful 20-year journalism career that included a leadership role with the AP and directing Gannett's news bureau in Washington, D.C., she turned her talents to PR and marketing in 2012, directing communications for a leading D.C. think tank that played a key role in the 2015 Paris Climate Talks. After earning a Master's in PR from Georgetown University and relocating to San Diego, she wrote speeches for the CEO of a large San Diego company. She returned to the environmental nonprofit world in 2020, joining CSE and helping raise its profile with policymakers, utilities, and clean energy and transportation advocates.



REB RISTY
 The Marketing REBL
 REBL Marketing Inc.

With her rose gold hair and sassy attitude, Reb Risty brings the "REBL" edge to her role as founder and CEO at REBL Marketing Inc., a strategic creative firm that helps small business owners clarify their message, builds a marketing plan that works, and brings it all to life through creative content like videos and podcasting. Risty is StoryBrand Certified Guide and has Digital Marketer Certification in social media strategy. Certified in YouTube Paid Strategy, Risty has HubSpot Video Marketing Certification as well. She was a finalist in 2022 for San Diego Magazine's Woman of the Year. She has REBL Marketing Mastermind groups, peer groups for small business owners to get help with their marketing, and offers 1:1 marketing advisory and coaching for small business owners. She can be reached at reb@reblmarketing.com or 858-848-7325.



CHAD ROBLEY
 Cofounder and Chief Executive Officer
 Mindgruve

Chad Robley is the founder and Chief Executive Officer of Mindgruve, a global digital agency and six-time winner of Inc. 5000 Fastest Growing Private Companies. Since launching the agency in 2001, Robley has played a key strategic role in helping brands build and scale early and then transform their businesses through marketing and technology. Over the past two decades, he has worked with some of the top global consumer and B2B brands also serves as the chairman of Macarta, a leading Amazon marketplace agency based in Denver. Once a startup entrepreneur building and scaling early-stage businesses into profitable companies, he is now an angel investor and advisor to fast-growth companies. He regularly writes and speaks on the convergence of technology and marketing, digital business transformation and customer acquisition strategies for rapid-growth companies. He can be reached at crobley@mindgruve.com



KYLE SANDSMARK
 Director, Digital Marketing
 AMN Healthcare

Kyle Sandmark is Director, Digital Marketing for AMN Healthcare. Sandmark is a strategic marketer with 15 years of proven experience developing strategies that increase brand awareness and sales for companies ranging from small businesses to Fortune 500 companies. He has built and managed high-performing teams by planning, designing and implementing marketing initiatives aligned with strategic business objectives. He has an excellent track record of engaging in innovative product strategies, new channels, new technology and cutting-edge tactics in a fast-paced environment. He has been on the board of the San Diego American Marketing Association for two years. At AMN Healthcare, he has managed integrated content marketing strategies across all SEO, content creation, social media and email marketing that increased total visitor traffic by 48% and conversions by 24% year-over-year. He can be reached at kyle.sandmark@amnhealthcare.com or 858-229-0178.





ELLYN SAVAGE
Vice President, Media
Mindgruve

Ellyn Savage is Vice President, Media at Mindgruve where she leads media strategies that help brands identify and acquire new customers. Savage drives revenue growth by leveraging data to optimize client campaigns. She is considered one of the top omni channel media experts in cross-platform display, social media, video and connected TV. Some of her past clients include Olive Garden, Martinelli's, State Street Global Advisors and Cars.com. She leads a team of more than 50 media and analytics professionals where her team's capabilities include media planning and buying, in-house programmatic trading, paid search, social media, PR, email and affiliate marketing, SEO and analytics. She contributed to increasing media and analytics service scopes 59% YoY for the agency in 2022 and grew the media and analytics team by 78% in 2022, adding 21 positions to the team.



DENISE SCATENA
Founding Partner
Scatena Daniels Communications

Denise Scatena is founding partner at Scatena Daniels Communications, establishing the woman-owned communications agency in 2009 and driven by the conviction that "every story holds significance." Truth, diversity, equity and inclusion are core principles of the agency's operations and communications. On average, Scatena Daniels earns 275+ media interviews resulting in thousands of placements annually. Scatena's strategic experience and connections elevate brands and leaders to become highly respected and trusted resources and drive support to underrepresented groups. From 2022-23 (YTD), Scatena Daniels grew 35%, reflecting the trust of clients and the wider community. Scatena is actively involved and holds leadership positions in various organizations and is committed to supporting and fostering diversity in the industries of media, communications and philanthropy. She also served on the boards of PRSA San Diego/Imperial Counties Chapter and Mama's Kitchen. She can be reached at denise@scatenadaniels.com



NATHAN SCHMIDT
EVP, Chief Experience Officer &
Digital Channels
San Diego County Credit Union

Nathan Schmidt is Executive Vice President, Chief Experience Officer and Digital Channels with San Diego County Credit Union (SDCCU). With many years of financial services management experience, he is responsible for strategic planning, marketing, digital service channels, product development, business development, community and media relations at SDCCU, one of the largest credit unions in the country, and largest locally owned financial institution in San Diego.

Since joining in 2011, Schmidt has been instrumental in expanding marketing activities to help elevate the awareness of SDCCU and contribute to the organization's success. The credit union has grown to \$11.1 billion in assets and reached over 438,000 members, both of which have nearly doubled during his time at SDCCU. Schmidt has a bachelor's degree from California State University, Sacramento, and a MBA from Saint Mary's College of Moraga.



JATHAN SEGUR
EVP, Premier Wealth Management
and Marketing Director
California Bank & Trust

Jathan Segur is EVP, Premier Wealth Management and Marketing director at California Bank & Trust. With more than 20 years of experience in banking, product development and marketing, Segur brings a diverse array of knowledge to his multidisciplinary teams. Segur has received numerous accolades for his leadership over the course of his career, including several MarCom, Hermes and dotComm awards. He is an active volunteer, most recently serving as a board member of San Diego Symphony. He has spearheaded CB&T's diversity, equity and inclusion initiative as its first chair, and ensured the program's early success, leading to the creation of six business resource groups. He also led a mural installation at CB&T's Hillcrest branch location to celebrate nearly 40 years of serving the neighborhood and championed the development of CB&T's award-winning In Your Corner Magazine in the spirit of CB&T's small-business clientele.



PRIYANKA SHAH
Vice President, Investor Relations
and Communications
Kinnate Biopharma Inc.

Priyanka Shah serves as vice president of investor relations and communications for the precision oncology biotech Kinnate Biopharma Inc. She previously held the position of head of communications at Mirati Therapeutics Inc.

Shah is an influential leader with expertise across corporate and brand communications, CSR/ESG, issues/crisis management, media relations, thought leadership and internal/enterprise engagement who creates high impact value and enables strategic execution. With experience forging strategic and meaningful alliances externally and in large matrix environments internally, Shah is adept at building consensus surrounding key initiatives. With her deep knowledge of healthcare communications and values comprised of hard work, empathy and humility, she has earned a reputation as a trusted partner to executive teams and peers based on her ability to effectively collaborate, build integrated communication strategies and coach leaders through difficult situations.



**Congratulations,
Jeff and Victoria!**

On behalf of our 3,000+ employees,
thank you for your dedication to
building the NuVasive brand and
telling our story around the globe.

nuvative.com

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Jeff Ponder
Leader, Corporate
Marketing and Brand



Victoria Caldwell
Creative Director

LEADERS
of INFLUENCE in
ADVERTISING
PR & MARKETING
2023
HONOREES



BONNIE SHAW
President
Clearpoint Agency

Bonnie D. Shaw is president of Clearpoint Agency, an award-winning, 21-year-old PR and marketing/communications firm she owns with offices in Carlsbad and outside of Boston. Shaw develops dynamic PR/marcom strategies for financial services, tech, healthcare, venture funding, life sciences, real estate, not-for-profit and consumer product organizations. Over 21 years she has led her team to win more than 35 awards for objective-driven PR programs that create a powerful narrative, educate target audiences, build trust, and drive new business. During 2022 and 2023, Shaw led PR and marcom programs for San Diego-based and national brands including San Diego Angel Conference at USD, UBS, Airspace, Ezoic, OptionMetrics, Oxford Bank and Caravan Health. Shaw regularly mentors students navigating their studies and careers in PR and marketing, and counsels professionals looking to transition to a PR career. She can be reached at Bonnie@clearpointagency.com



TYLER SICKMEYER
CEO
Fidelitas

Tyler Sickmeyer is CEO, marketing thought leader and founder of Fidelitas, a full-service marketing and advertising agency serving clients worldwide. Knowing that brand loyalty is a company's most important asset, Sickmeyer and his team implement unique and innovative strategies to accomplish the goals of their clients. On the board for the San Diego American Marketing Association for 2016 and 2017, he was a San Diego Business Journal CEO of the year finalist in 2023 and was a 40 under 40 finalist in 2022 and 2023. A founder of the San Diego Sharks soccer team, Sickmeyer is highly skilled in advertising and PR with a creative mind. He knows how to create successful PR activations to ensure earned media coverage and has helped his clients land numerous national TV spots with Fox, CBS and others. He can be reached at tyler@fidelitas.co



JAMIE SIGLER O'GRADY
Founding Partner
J/PR

Jamie O'Grady is Founding Partner at J/PR. O'Grady has spent the past 18 years driving the evolution of the agency through innovation and focus on the future, actively leading client strategy, creating connections, cultivating and mentoring talent, and shaping leaders at all levels. Her leadership has contributed to J/PR's success as a global communications agency with clients spanning the globe and a dedicated team with a collective tenure that upends traditional agency paradigms. An active six-year board member of the Coastal San Diego chapter of YPO, the world's leading organization of chief executives, O'Grady focuses on recruiting a more female, more diverse membership base. J/PR has consistently been named to the New Yorker Observer's "Power 50" PR Agency List, was on Forbes' 2021 list of America's Best PR Agencies and was named to Inc. Magazine's 2022 Best Workplaces list.





TERESA SILES
President & Partner
Nuffer, Smith, Tucker Public Relations

Teresa Siles is president and partner at Nuffer, Smith, Tucker, which has had a presence in the San Diego region since 1974. She has more than 20 years of public relations and strategic planning experience. She leads NST, a female-owned agency with a strong San Diego legacy, providing strategic counsel to top local companies including WD-40 Company, San Diego Regional Chamber of Commerce and San Diego Housing Commission. Her extensive background in agriculture has also established her as one of the top agriculture PR practitioners in the nation. The SDSU alumna began her PR career at NST in 2001, joining the team as an intern and eventually hired as a full-time employee. She has been named one of the San Diego Business Journal's 500 Most Influential People in San Diego. She can be reached at ts@nstpr.com



MICHELLE STANSBURY
CEO
Little Penguin PR

Michelle Stansbury is CEO of Little Penguin PR, a boutique Public Relations company that delivers targeted PR campaigns to generate positive media coverage. Her background is in public relations and brand building, having worked with Fortune 500 companies to help them build long-term brand value and reach their target audience. She excels at working with startups and emerging companies to help them build credibility, generate positive press and media exposure, and get recognized as experts in their industry. Her clients have been featured in Forbes, Entrepreneur, Wall Street Journal, TechCrunch and Fortune, plus regional publications and industry press. A lifelong learner, Stansbury is a contributing writer for several business and lifestyle publications and has been asked to contribute guest articles to PR News. Her first book on PR, "From Mad Men to Modern Marketing," will be published this fall.

David Miller
Chief Marketing Officer
San Diego Zoo Wildlife Alliance
2023 Leaders of Influence in Advertising, PR & Marketing

Congratulations
David!

Your visionary leadership and stewardship of one of the world's most recognizable brands connects millions worldwide with the inspiring stories and transformative experiences of conservation. You showcase the hope woven into every visit to the San Diego Zoo and San Diego Zoo Safari Park, and remind our allies of the power they have to support the wildlife in our care and around the world.



MEGAN TODD
Marketing & Business
Development Coordinator
CO Architects

Megan Todd manages a wide range of initiatives as the marketing and business development coordinator at CO Architects. When hired two years ago to amplify the Los Angeles-based company's profile in the San Diego market (and to develop business), Todd learned that many people didn't know about the firm. In response, she joined the firm's social media team and used leading platforms to launch a branding campaign. The engagement rate for that campaign exceeded her expectations – both over social media (two to three times higher engagement rate for each LinkedIn post than the 2022 average) and in person. She maintains leadership roles with commercial real estate associations including SMPS San Diego. Over the past five years, she has served others in her industry on CREW San Diego's membership, marketing and career outreach committees.



ELLA TSURKANU
Chief Creative Officer and Partner
Audacity Health

Over the past two years as Chief Creative Officer at Audacity Health, Ella Tsurkanu has doubled the team's size while transitioning from an in-office to a remote-hybrid setup. She strives to create an environment where everyone feels free to express themselves and take risks. Tsurkanu schedules regular critiques of work-in-progress so that every voice is heard, and each perspective is considered. Her team is encouraged to show off their work and challenge each other in respectful dialogue. With this approach, her team has been able to deliver tangible results for clients. Tsurkanu's hard work is evidenced by the numerous awards Audacity Health has won under her leadership. Tsurkanu holds an associate of applied science degree from the Parsons School of Design at The New School and earned a master's degree in fine art from Tbilisi State University. She can be reached at ella.tsurkanu@audacityhealth.com.



SUSANA VILLEGAS
President
SVPR Communications

Susana Villegas is President of SVPR Communications. Born and raised in Mexico City, Villegas is a bilingual communications professional with extensive experience in San Diego city government, political campaigns, the private sector and community-based organizations. Villegas is a former Policy Advisor to the San Diego City Council and a former Director of External Affairs and Communications for Casa Familiar. Villegas has experience in the U.S.-Mexico telecommunications industry and a successful track record of securing features for clients in The New York Times, The Washington Post, CNN, Associated Press, USA Today, Newsweek and other outlets. Her leadership of the San Diego Latino Health Coalition's COVID-19 public relations and marketing campaign to inform hard-to-reach Latino and Spanish-speaking communities on COVID-19 safety, testing, and vaccination produced dozens of culturally engaging social media ads and commercials. She can be reached at syprcommunications@gmail.com or 619-947-5742.



JENNIFER VON STAUFFENBERG
President and Founder of Olive
Public Relations
Olive Public Relations

Jennifer von Stauffenberg is president and founder of Olive Public Relations, a boutique marketing and public relations agency based in San Diego with a diverse portfolio of clients. Von Stauffenberg has been in the business for over 22 years. Olive for 14 years has worked with Art San Diego, Arts District at Liberty Station, East Village Association, Vespr, Ilan Lael Foundation, Little Italy Association, Oceanside Museum of Arts and more. She is known for working with unknown brands and helping them grow into household name brands and for being a natural connector, bringing organizations together for opportunities where everyone wins. She is passionate about the impact of effective communication and how it can elevate people's lives. She stays connected to SDSU's public relations program and supports professionals through employment and mentoring. She can be reached at jennifer@olivepublicrelations.com or 619-955-5285.



ROTHANY VU
Marketing & Membership Manager
Associated Builders & Contractors,
San Diego Chapter, Inc.

ROTHANY VU is the Marketing and Membership Manager of Associated Builders and Contractors of San Diego. Vu has built a strong relationship with members. She created campaigns to drive event registrations, sponsorships and ticket sales to increase ABCSD's Excellence In Construction awards ceremony by 24900% within a week and a half. She successfully marketed and executed a large-scale event that resulted in a 40% increase in member engagement. Vu has an incredible work ethic and always has a positive attitude. She co-founded the ABCSD Young Professionals Mentorship Program to help mentor the younger generation of the construction industry. She increased engagement by 300% on social media platforms by developing of a new social media strategy, content calendar and branding. She directed the Holiday Mixer video to increase member engagement and retention.



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ILO NEUKAM
Founder & Chief Marketing Strategist

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Lael Borduin of **LEE & ASSOCIATES**
COMMERCIAL REAL ESTATE SERVICES

SDBJ's Leaders of Influence in Advertising, PR, & Marketing 2023 Honoree **Lael Borduin** is the Marketing Manager for **Lee & Associates - North San Diego County**. Her dedication and passion for her work has been recognized and is well deserved. Not only does she set an inspiring example for her team and all other Lee offices, but for all other commercial real estate marketers in San Diego County and SoCal as well.

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JEAN WALCHER

President
J. Walcher Communications

Jean Walcher is president of J. Walcher Communications, honing her PR/marketing expertise for nearly 30 years with experience on the agency and client sides. In 2001, she launched JWC, now a winner of Forbes America's Best PR Agencies with a range of local and national clients, including associations, professional services, real estate development, nonprofits and hospitality. Committed to the community with strong advocacy for homelessness, asylum seekers and more, JWC has used the power of creativity, strategic collaboration and media influencers to share its clients' stories with key audiences locally, regionally and nationally. Walcher has deep roots in San Diego and is known for fostering long-time relationships with her clients. She's represented Diane Powers' Bazaar del Mundo Restaurants and Shops since her agency's inception and Jewish Family Service of San Diego for eight years. She can be reached at jean@jwalcher.com or 619-295-7140.



FELICIA WATSON

Associate Vice President, Creative Services
(W)right On Communications

Felicia Watson is Associate Vice President, Creative Services at (W)right On Communications, where she brings clients' stories to life with fresh, strategic concepts and steady oversight. This past year, Watson has produced stunning year-end reports, earned two international awards for video projects, designed a VR trade show booth and generated AI social visuals, plus branded the agency's 25th anniversary event series. Watson has also grown the agency's Creative Services business and attracted global brands and national clients. In 2023, Watson grew the firm's Creative Services business, attracting a global leader in sports/live entertainment, a national diverse business association and a national environmental firm, while continuing to meet existing client partner and agency creative needs. Wright provides vital creative support for the agency's pro bono projects as well, including an integrated campaign for a national nonprofit that serves minority-owned businesses.



BRAD WEBER

CEO/Group Publisher
Local Umbrella Media /Simply Local Magazines

Brad Weber is CEO and Group Publisher of Local Umbrella Media and Simply Local Magazines. Weber successfully built a national multi-unit direct mail magazine franchise system in the late 1980s after moving to San Diego County. After selling the original concept, Weber launched Local Umbrella Media in 2015, and the company currently publishes monthly newspapers and magazines in Southern California and nationwide. In San Diego County alone, more than 125,000 San Diego homes receive the publications in their mailboxes each month. Simply Local So Cal Magazine was added this summer. Umbrella Smart-Mail launched in 2021, adding powerful social and online tools to further increase the reach and effectiveness of Local Umbrella's direct mail programs. The company was able to expand during and after the pandemic, launching new products and titles. He can be reached at brad@LOCALUMBRELLA.COM or 619-300-1732.



DINA WELDIN

Vice President, Group Management Director
Rescue Agency

Dina Weldin is Vice President, Group Management Director at Rescue | The Behavior Change Agency, with more than 16 years of experience in strategic leadership, integrated account management, digital media campaigns, marketing, content management, project management and writing, with a focus on nutrition and obesity prevention social marketing campaigns. She utilizes cross-functional teamwork and strategic decision-making to manage a team of account professionals and up to eight major accounts annually. In 2022, Weldin managed the largest yearly net revenue at Rescue Agency totaling more than \$11 million in marketing contracts. She led four government services contracts designed to connect eligible California families with benefits such as SNAP food benefits, Pandemic EBT school lunch benefits, and temporary assistance for rent, bills and housing. In 2022 she helped to improve wellness policies for more than 8,000 Oklahoma students and staff.



MARC WESTRAY

Sales and Marketing Specialist
Interpreters Unlimited

Marc Westray is a Sales and Marketing Specialist with Interpreters Unlimited. Westray gained more press for IU between 2022 and 2023 than previous years, including segments on ABC, CBS and FOX. Marc helped IU win awards, increased Yelp, Google and Facebook ratings, and with an organic SEO strategy helped IU increase email campaign opens and clicks, website traffic and leads while saving on marketing spending. He has secured a story to be filmed on Spectrum News for this fall/winter. Westray achieved a 23% increase in email campaign opens and a 65% increase in campaign clicks in 2022. Managing the company awards program, IU won the Small Business Administration San Diego Minority-Owned Small Business of the Year and the Vonage People's Choice Award. He can be reached at marc.westray@interpreters.com or 858-275-2582.



CONGRATULATIONS TO TW2 PRESIDENT NICOLE HAGAMAN FOR BEING NAMED A

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