



Marcie Brogan CEO
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What was your first job?

Camp counselor

What inspired you to choose your career?

My husband started in advertising while I was in grad school. I was entranced with copywriting and would try my hand at all his assignments

What is your favorite aspect of your career?

The constant change and variety--in what I do each day, in client projects, in people I interact with, in subjects I learn about, in places I go.

What is your greatest challenge?

Keeping up with how today's consumers receive marketing messages. Not just the media--podcasts, blogs, on cell phones, in restrooms, in hired cars. But also the vernacular--the music to reach Millennials, the language of Instant Messaging to reach kids and teens, the tone to speak to Boomer women, the right time to use Spanish to reach Latinos and when not to, and so on..

What are you most proud of?

My family. In my career I am proud that my partners want to buy me out over the next ten years and continue the agency.