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## Top Skills

P&L Management  
Sustainability  
Board of Directors

## Certifications

Certificate  
Certificate  
Certificate

## Honors-Awards

Effie Awards Judge  
Most Innovative Culture - Large  
Agency  
Best Places To Work 2019 & 2021  
Agency Network of the Year  
(shortlist) 2019  
Working Mother of the Year

# Laura Maness

Global CEO of Grey Global Group; Board of Directors; Co-Chair  
50/50 Women On Boards  
New York, New York, United States

## Summary

As Global CEO—only the sixth in the agency's celebrated 105-year history—Laura's building on Grey's international capabilities and AKQA Group's expertise while bringing people together from across the network to deliver breakthrough, high performance work for some of the world's most loved brands. In addition to shaping Grey's global strategy in 50+ countries, Laura is committed to building on the strong foundation of Grey's storytelling prowess and famously effective work by fueling a values-led culture of camaraderie, creativity, innovation and continuous impact.

When AKQA and Grey joined forces in 2020, Grey started growing again. AKQA and Grey have discovered methods to bring our people together, build our networks and ecosystem, enrich each other's culture, relentlessly increase our entrepreneurial capital and continuously break new ground.

Before being appointed Global CEO of Grey, Laura served as CEO of Havas Group's North American flagship agency, Havas New York, driving a culture of purposeful growth and steering a turnaround that earned the agency Digiday's Most Innovative Culture, Ad Age's Best Places to Work, AdExchanger's Best Collaborative Agency Team, The Drum's Network Agency of the Year, Digiday's Employer of the Year—and, was the first major network agency in the US and globally to become a certified B Corp. She also oversaw several specialist practices including a culture-first creator studio (Annex88) and a data-driven customer engagement agency (Havas CX).

A recognized industry voice speaking at ANA, Ad Age, Adweek, CES, Digiday, Economist, SHE Summit, YMS, Allyship & Action, HBR and more, Laura's accolades include: one of the first agency leaders to take 3% Conference's Pledge for Pay Equity; Working Mother of the Year and Changing the Game Quantum Leap winner by She Runs It; Campaign magazine Female Frontier honoree

for Championing Change; Creativepool's Top Influencer of the Year, Top 25 CEO, Top 100 Creative Leader; Digiday's Top Boss for Worklife; a finalist for The Drum's CEO of the Year; and, most recently, was celebrated as Act Responsible's Ad Industry Champion of Good at the 2022 Cannes Lions International Festival of Creativity.

Laura ignites meaningful change as a sustainability thought leader and Board Director—her board roles span the world's largest NGO for abandoned children (SOS Children's Villages), high growth startups (GNB and Alembic) and nonprofits (B Lab U.S. & Canada, 4A's and ACT Responsible). She's also a Village Global advisor/investor and founding member of Chief, WPC, Kindred and ForbesWomen Forum.

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## Experience

Grey Group

Global CEO

September 2022 - Present (9 months)

Famously Effective Since 1917 — [grey.com](https://www.grey.com)

4000+ people, 50+ countries, borderless creativity — the world's most entrepreneurial creative company (and community) that shapes culture and enriches people's lives.

It will entertain you. It will challenge you.

It will make you feel something.

At Grey, famously effective work is the rule, not the exception. What are 'Famously Effective' ideas? Ideas that create the cultural value that moves people, business and the world forward.

The enduring story of Grey reminds us that imagination and creativity will always triumph.

Grey is proud to be part of AKQA Group, an international family of autonomous agencies with a shared mission, values and an independent mindset to nurture breakthrough work on behalf of the clients and audiences we collectively serve.

Backed by WPP, the creative transformation company and Cannes' most creative company for two consecutive years, we are collectively using the power of creativity to create better futures for our people, planet, clients and communities.

I'm privileged to serve and personally committed to accelerating growth, delivering transformational results for our clients, using business as a force for good, and taking action to create a more sustainable and equitable company and world.

### B Lab U.S. & Canada

Board Member

September 2022 - Present (9 months)

Board Member of B Lab U.S. & Canada. B Lab is transforming the global economy to benefit all people, communities, and the planet. A leader in economic systems change, our global network creates standards, policies, and tools for business, and we certify companies—known as B Corps—who are leading the way. To date, our community includes over 4,000 B Corps across 77 countries and 153 industries, and more than 150,000 companies manage their impact with the B Impact Assessment and the SDG Action Manager. To learn more and join the movement, visit [www.bcorporation.net](http://www.bcorporation.net).

Recognized as one of Fast Company's 2020 Most Innovative Companies, our teams are innovative and enthusiastic about building an inclusive and sustainable economy. This distinction acknowledges B Lab as both a standards and global movement building organization, driving economic systems change around the world.

### SOS Children's Villages USA

Board Member

February 2021 - Present (2 years 4 months)

New York, New York, United States

Board Director and member of Executive Committee for SOS Children's Villages, the world's largest NGO for orphaned, abandoned and vulnerable children. 136 countries. Over 40 years of impact. No child should grow up alone.

There are an estimated 140 million orphaned children around the world. When you sponsor a child, you're helping give one of these orphaned or abandoned

children a family and a future. The most immediate need is over 2,000 children below age 15 do not have ANY sponsor currently. If you or anyone you know is interested and able to take action:

<https://www.sos-usa.org/take-action/sponsor-a-child>

As part of my ongoing philanthropic efforts and commitment to helping underserved youth, I personally sponsor an SOS Village child from Pachacamac, Peru, while mentoring and donating to several orgs focused on disadvantaged youth.

### **Alembic Technologies, Inc.**

#### **Board Member**

February 2020 - Present (3 years 4 months)

San Francisco, California, United States

Board Member of San Francisco-based grownup startup, Alembic. Investors include KB Partners & OCA Ventures. Founded in 2018, Alembic Technologies, is a privately held, venture capital backed developer of sales software—the first Marketing Event Conversion and Correlation engine (MEEC), purpose-built for enterprise marketing teams. The company was incubated and accelerated at Village Global, an early stage venture capital fund HQ'd in Silicon Valley—backed by some of the world's best entrepreneurs including Jeff Bezos, Bill Gates, Mark Zuckerberg, Sara Blakely, Diane Greene and more. The initial team includes multi-exit leaders from Google, LinkedIn, Twitter, Apple, WP Engine, The Wall Street Journal, and Qualcomm.

### **ACT Responsible**

#### **Board Member**

November 2019 - Present (3 years 7 months)

New York, New York, United States

Board Member of ACT Responsible, an international, non-profit association created in 2001. ACT stands for Advertising Community Together. Our mission is to inspire, promote and unite the advertising communications industry to share good practice in social responsibility and sustainable development.

<http://act-responsible.org>

### **4A's**

#### **Board Member**

July 2017 - Present (5 years 11 months)

New York, New York, United States

Board Member serving on the National Board of the 4A's. The American Association of Advertising Agencies is a U.S. trade association for advertising agencies founded in 1917. Providing community, leadership, advocacy, guidance and best-in-class training that enable agencies to innovate, evolve and grow.

### Loyola University Chicago

#### Board Member

November 2019 - Present (3 years 7 months)

Chicago, Illinois, United States

Board Member of alma mater, Loyola University Chicago. The School of Communication is a community of learners that fosters critical thinking and innovation, integrates big ideas in communication theory and practice, tells stories across multiple platforms and adapts to changing technology and social needs.

Delivered the Commencement Address to the 2020 Graduating Class. <https://www.luc.edu/soc>

### Women's Purpose Community

#### Advisory Board Member

April 2021 - Present (2 years 2 months)

Malibu, California, United States

Advisory Board Member of Women's Purpose Community—an intentional community of senior executive, C-Suite women who crave safe spaces to do the vulnerable work of self-discovery.

#### Founding Member (since 2018)

Founded in 2018 by best selling author, coach and inspirational speaker Jessica Joines, we are a community of women who are passionate about what we do and our many achievements. But we also crave a title and label free environment to focus on what also matters – ourselves. Including, space to do the deep soul-level work that helps us to be our best and live 'on purpose.'

### 50/50 Women on Boards

#### Co-Chair, New York

February 2021 - Present (2 years 4 months)

New York, New York, United States

Co-Chair, New York Leadership Committee for 50/50 Women on Boards — a bold movement toward accelerating gender balance and diversity on corporate

boards. Founded by Betsy Berkhemer-Credaire, CEO, 50/50 Women on Boards and Author of two books: "The Board Game — How Smart Women Became Corporate Directors" and "Winning the Board Game".

Learn more at [5050wob.com](http://5050wob.com). If you have a speaker, leadership committee nominee and/or sponsorship recommendation for our annual Global Conversation on Board Diversity across 30 cities, email me at [newyork@5050wob.com](mailto:newyork@5050wob.com).

## Chief

### Founding Member

March 2019 - Present (4 years 3 months)

New York, United States

Founding Member of Chief, an invitation-only private network focused on connecting and supporting women leaders. Chief was founded to drive women forward into positions of power — and keep them there. At the current rate of change, it will take over 200 years for women to reach parity in business. We're not waiting eight generations.

## Forbes

### ForbesWomen Forum Member

September 2021 - Present (1 year 9 months)

New York, New York, United States

Founding Member of ForbesWomen Forum, an invitation-only global community that provides the opportunity for dialogue and idea-sharing among entrepreneurs, innovators and leaders across industries and generations, around the most pressing issues leaders face today.

## Havas

9 years 6 months

### Chief Executive Officer

January 2017 - August 2022 (5 years 8 months)

New York

The first major network agency to become a certified B Corp globally and in the U.S. committed to using business as a force for good—creating deeper meaning for some of the world's best brands.

Led Havas Group's North American flagship creative agency with full P&L management and operational oversight of Havas NY and several specialized Village offerings including Annex88, a culture-first creator studio that makes

brands like adidas, Courvoisier, Hyatt and L'Oreal relevant by revealing their connections to culture; and Havas CX, a customer engagement & data agency with 1,800+ CX specialists globally.

CEO of Havas — [nyc.havas.com](http://nyc.havas.com)

—Most Innovative Company Culture (Digiday 2018)

—Best Places To Work (Ad Age 2019 & 2021)

—Working Mother of the Year (She Runs It 2020)

—Female Frontier Champion of Change (Campaign US 2020)

—Most Collaborative Agency Team (AdExchanger 2020)

—Changing The Game Quantum Leap (She Runs It 2021)

—Network Agency of the Year & CEO of the Year finalist (The Drum 2021)

—Employer of the Year (Digiday 2021)

—Best Agency To Work For (Creativepool 2022)

—Ad Industry Champion of Good (ACT Responsible 2022)

CEO of Annex88 — [annex88.com](http://annex88.com)

—Agency of the Year (Shorty Awards 2019)

CEO of Havas CX in the US — [havascx.com](http://havascx.com)

Baltimore | Chicago | Dallas | New York | Richmond

Havas Group is owned by Vivendi, the world's largest entertainment group with over 42,000 employees in 67 countries—from talent discovery and content creation to media and distribution. UMG is the world leader in recorded music, publishing and merchandising. Canal+ Group is France's #1 pay-TV company. Gameloft is a global leader in mobile games with 2MM games downloaded per day. Dailymotion is one of the world's biggest video aggregation and distribution platforms with 250MM users per month. Editis is France's 2nd largest publishing group. Vivendi Village offers live performance, merchandising and ticketing. Prisma Media has 25+ iconic brands including HBR, Nat Geo and more. [vivendi.com](http://vivendi.com)

President

March 2016 - January 2017 (11 months)

New York

Leading Havas Group's North American flagship office, Havas New York, with full \$xxxMM P&L responsibilities for the New York agency, servicing some of the most recognized companies in the world including IBM, TD Ameritrade,

Liberty Mutual Insurance, Reckitt Benckiser, The Hershey Company, NetJets, Keurig Green Mountain, Dos Equis, Edible Arrangements, among many.

Utilizing depth and breadth of leadership skills to drive culture, talent and innovation.

An empathetic leadership approach coupled with impactful programming that consistently balances people, profit and planet has led to sustainable growth and measurable results for the agency—a greater than 70% win rate, 20-30% organic growth across existing business YoY, a near 20% lift in employee engagement scores, a significant decrease in operating costs, increased employee retention (twice the industry norm), and an increase in client satisfaction ratings, overall performance and profitability.

#### US Chief Growth Officer

March 2013 - March 2016 (3 years 1 month)

Greater Chicago Area

Led new business development and strategic growth across @havas North America and simultaneously served as Managing Director of Havas Chicago Group @havaschi in partnership with a tight-knit executive leadership team steering 3 consecutive years of more than 35% revenue growth and a 300% increase in profitability.

Augmented Havas' client roster with wins including Sears Holdings' Craftsman, DieHard, Kenmore and Kmart brands, Dos Equis (Digital AOR), DISH and DishLATINO, AutoZone, RJR, Ragu, Bertolli, Moen and social agency of record for The Coca-Cola Company's portfolio of 30+ brands.

Actualized the vision for Havas' Together strategy in 2013 by pioneering the early expression of an integrated Village methodology and operating model for brands with annualized marketing spends of \$100MM+. Ahead of the other major Holding Companies, these fully integrated client accounts operated with clear KPIs, cohesive cross-functional teams, and a single P&L underpinned by a spirit of collaboration and generosity. Built to maximize speed and agility, this shift from a network-centric portfolio company to a client-centric operating company largely became the Village playbook for the rest of Havas Group globally.

Cofounded The Annex creative network, a 'by millennials, for millennials' value proposition that capitalized on deep cultural insights and data-driven



fast content on social platforms at scale. Offerings included modern research, youth culture lab, events/sampling, new product development, Instacontent and Social Center (an AI-driven + human led insights capability and content creation hub for large, complex companies with multiple brands under management).

### Love Bug Café & Play

Cofounder

2017 - 2020 (3 years)

New York, NY

Cofounder of Love Bug Café & Play, an entertaining, educational and imaginative playspace for kids blended seamlessly with a comfy, upscale café and grown-up haven serving gourmet coffee, healthy food and snacks for all.

A “Soho House meets healthy Chuck E. Cheese” that is equally appealing to adults and children alike.

### Propane

SVP, CMO

April 2012 - January 2013 (10 months)

San Francisco Bay Area

Served as head of strategic growth and marketing for Propane Studio, one of the fastest growing independent agencies with offices in San Francisco and New York.

Joined as SVP, Director of Business Development, and quickly elevated by tripling the agency’s revenue in less than a year, diversifying offerings and revenue streams, and securing digital Agency of Record (AOR) retainer contracts to ensure sustainable, recurring income...all while building and managing the agency’s reputation (earning recognition as a Top Ten Digital Agency in SF) and streamlining operations to deliver high margin results.

Key Clients: 7 for all Mankind, Hitachi, Intel (Best Buy), Kaiser Permanente, Men’s Warehouse, VMware, Volkswagen (Sound Journey, VW Dealership, Concept Car Web Tech for Volkswagen & Audi A4s), Whole Foods

### FCB Global

Vice President, Director of Business Development

April 2010 - April 2012 (2 years 1 month)

San Francisco Bay Area

Based in San Francisco reporting to FCB CEO, Dominic Whittles, led business development and organic growth across the West Coast offices (San Francisco, Seattle, and Los Angeles/Irvine). Also served as an executive sponsor on the global HP business following a major multimillion win as HP's global CRM AOR. Was instrumental in standing up IPG's network of data-driven marketing and analytics capabilities in EMEA to integrate seamlessly with the Americas on behalf of HP (Ink).

Key Clients: Levi's (Dockers), Del Monte, Electronic Arts, Kikkoman, Hewlett-Packard, Ooma, Trulia

### Wunderman

Director of Interactive Business Development

July 2008 - April 2010 (1 year 10 months)

Designkitchen & Wunderman Chicago were strategically aligned as part of Designkitchen's acquisition by WPP Group in July 2008. The partnership resulted in a differentiated solution that integrated DK's interactive expertise with Wunderman's promotional, direct and CRM capabilities.

Served as active member of Wunderman Chicago's executive leadership team and Wunderman's Global PR Committee, dually reporting to each agency's President/CEO—Rick Schreuder (Wunderman) and Sam Landers (Designkitchen).

Successfully elevated Designkitchen's profile nationally and served as key liaison for collaborative growth opportunities across WPP's global network.

### Designkitchen

Director of Business Development

June 2006 - April 2010 (3 years 11 months)

As Designkitchen's Head of Business Development, reported directly to CEO, Sam Landers, and led the agency's efforts to identify and secure strategic partnerships that strengthened its expanding footprint in the B2C and B2B interactive marketplace.

Brought over a decade of strategic marketing and business development expertise to Designkitchen, as well as a driving passion for building relationships and establishing interdisciplinary teams matched to each client's unique needs.

Joined the independent firm in 2006 and as an Account Director led several large, complex integrated accounts across automotive, financial services, fitness, health care, hospitality, utility and technology categories prior to transitioning into a dedicated business development role and key member of the agency's executive leadership team.

In addition to providing operational oversight and pipeline management, was instrumental in building out a business development practice and establishing a proactive methodology that aggressively grew Designkitchen's top-line revenue, roster and portfolio with the addition of, among many, Abbott, ABN AMRO, Aquila, Coventry Health Care, Exelon Corporation, Marriott Vacation Club, Methode Electronics, NAVTEQ, Sloan and Sears.

As a result of this unprecedented growth (a growth rate of 300% since joining in 2006), the agency was acquired by WPP Group in July 2008.

Served as key liaison during WPP's acquisition of the agency and subsequent integration with Wunderman.

### Black Dog Interactive

Group Account Director, Business Development

February 2000 - May 2006 (6 years 4 months)

Chicago, Illinois

Reported directly to Black Dog Interactive's CEO, and led new business development strategy and execution efforts—resulting in the wins of Ace Hardware, Bally Total Fitness, Citi, CORT Furniture, LPGA, McDonald's and Weyerhaeuser.

Quadrupled the agency (formerly known as Black Dog Design Company's) revenue and headcount in less than 5 years, maintained independence, and survived the dot-com bubble.

### Giant Step

Account/Project Management

June 1999 - February 2000 (9 months)

Chicago, Illinois

Giant Step was a Dot-com agency co-founded by Eric and Adam Heneghan—sold to Chicago ad giant, Leo Burnett, in 1999. As a digital native fresh out of college with a desire to work on digital and data-driven marketing programs—designing and developing inaugural websites for some of the world's most

recognized brands (General Motors, P&G, Maytag, Motorola)—joined on the heels of the Burnett acquisition and entered this fast-paced, grown up startup of 40 people that rapidly grew to 225+ that same year. Was part of a cross-discipline team instrumental in pioneering and scaling an omni-channel CRM offering for the agency's largest digital marketing account at the time, General Motors, utilizing the automotive giant's software platform of record (KANA Enterprise) to drive acquisition and retention for Oldsmobile.

As exciting as it was to experience the pace of innovation inside Publicis/Leo Burnett's interactive arm, my heartstrings were being pulled toward Black Dog, where I had an opportunity to return to the independent agency and work closely with executive leadership on New Business Development.

The Heneghan brothers exited Giant Step later that year and the agency shrank from 225 to <20, folding into Arc Worldwide (as its known today).

## Black Dog Design Company

Account Coordinator

May 1997 - June 1999 (2 years 2 months)

While earning a BA in Communication and Marketing on a Division I softball scholarship to Loyola University Chicago, began career as a marketing intern on the AT&T Wireless account and transitioned into a full-time client services role at Black Dog Design Company (later known as Black Dog Interactive).

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## Education

Harvard T.H. Chan School of Public Health

Executive Education for Sustainability Leadership · (2021 - 2021)

Harvard Business School Online

Certificate of Completion, Sustainable Business Strategy · (2021 - 2021)

Stanford Law School

Certificate of Completion, Stanford Directors' College · (June 2021 - June 2021)

Hyper Island Master Class

<http://masterclass.hyperisland.se/> · (2011 - 2011)

Loyola University Chicago

