

To all main contacts account planning heads, branch managers, CEOs, COOs, creative officers; diversity contacts, financial contacts, legal counsel, media directors, new business contacts, presidents, public relations contacts, strategic planners, Board of Directors, region and council governors, relevant committees, all related associations and SFNAs.

Nancy Hill Named President-CEO of the American Association of Advertising Agencies

I'm pleased to announce that **Nancy Hill** has been appointed by the AAAA Board of Directors to serve as president and chief executive officer of the AMERICAN ASSOCIATION of ADVERTISING AGENCIES. Ms. Hill succeeds **O. Burtch Drake**, who has served as president and CEO of the AAAA since 1994. Mr. Drake will retire March 31, 2008; Ms. Hill's appointment is effective February 1, 2008, to allow for a transition period.

Ms. Hill is a veteran leader of AAAA member agencies on both coasts, and has distinguished herself as a technologically-savvy champion of digital marketing tools, as well as a leading voice for the need for increased diversity and youth education and training in the advertising industry.

She most recently served as chief executive officer of Lowe New York, where she led an open-source agency reorganization and oversaw the launch of Lola (Lowe Latina) in the United States. Previously, she was executive vice president, managing director, at BBDO New York, overseeing many of the agency's largest accounts. Additionally, Ms. Hill served in management roles at Doner, Goldberg Moser O'Neill, Hill | Holliday, and TBWA\Chiat\Day.

In Ms. Hill's 28-year career, she has led agency marketing efforts for a long list of blue-chip and technology clients, including XM Satellite Radio, Motorola, HBO, Visa, AOL, Cisco, Microsoft, LucasArts, Sony and Verizon.

She has served as a board member of the Miami Ad School and led the recent launch of their New York campus. She served as secretary-treasurer of the AAAA Northern California Council in 2002, and is on the board of People Helping People. She was named one of the "75 Most Influential Women in Business" in 2001 and 2002 by the *San Francisco Business Times*.

I believe that Nancy is a forward-thinking leader with a proven track record that spans management positions at agencies of all sizes and geographies. Her knowledge and embrace of technology, diversity, and education makes her eminently suitable to succeed Burtch, who has so brilliantly led our Association these last 14 years.

Anthony J. Hopp

 **BULLETIN**

Chairman and CEO, Campbell-Ewald
Chairman of the AAAA Board of Directors