



Colle McVoy (CM) is a full-service creative agency that builds enduring relationships between forward-thinking brands and people. We believe this time of rapid change is filled with opportunities, so we constantly strive to push the boundaries of creativity, pressure-test best practices and create new brand futures. As a Certified B Corporation, we believe a better future means we have a responsibility to use our expertise as a force for good to benefit all people, communities and the planet.

## INTEGRATED CAPABILITIES

Creative, strategy, media, technology, experience design, public relations

## RECOGNITION

The agency's work has been recognized nationally and internationally by the Jay Chiat Awards, the Effie Awards, the Webby Awards, The One Show, *Communication Arts* and Cannes Lions. CM has been named a Best Place to Work by *Outside*, the *Star Tribune* and *Ad Age*.

## BUSINESS DEVELOPMENT

### Gina Gray

SVP, Head of Business Development  
gina.gray@collemcvoy.com

## PRESS INQUIRIES

### Katie Walley-Wiegert

VP, Head of Brand Marketing & Communications  
katie.walley-wiegert@collemcvoy.com

Certified



Corporation

ADWEEK  
**AGENCY**  
OF THE **YEAR** 20  
23

Colle McVoy

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Minneapolis, MN 55401-1954

(612) 305-6000  
collemcvoy.com

## LEADERSHIP

**Christine Fruechte**  
Chief Executive Officer

**Jess Henrichs**  
President

**Ciro Sarmiento**  
Chief Creative Officer

**Megan Flynn**  
Chief Financial Officer

**Steve Knapp**  
Managing Director, Media &  
Data Science

**Kristin Woxland**  
EVP, Account Management &  
10 Thousand Design  
Managing Director

**Ed Bennett**  
EVP, 10 Thousand Design

**Gil Muiños**  
Executive Creative Director

**Dustin Black**  
Executive Creative Director

**John Doyle**  
EVP, Brand Experience Strategy

**Dave Fransen**  
SVP, Exponent PR

**Sue Hagstrom**  
SVP, Human Resources & Talent

**Missy Mans**  
SVP, Operations

**Paul Lammert**  
SVP, Technology

## CATEGORY EXPERIENCE

### OUTDOOR/LIFESTYLE

AccuWeather  
The ANNIKA Foundation  
Cannondale  
Cub Cadet  
ESPN  
Explore Minnesota Tourism  
Indian Motorcycle  
Jackson Hole Travel & Tourism  
Mammoth Mountain Ski Area  
Mountain Hardwear  
Plano Synergy  
Recreational Boating &  
Fishing Foundation  
Schwinn  
USA Swimming  
Whirlpool

### HEALTH/WELLNESS

Anytime Fitness  
Children's Health  
The Goddard School  
Invisalign  
Johnson & Johnson  
Life Time Fitness  
Medtronic  
Optum  
UnitedHealth Group

### FOOD/BEVERAGE

Boston Market  
Burnett Dairy  
Caribou Coffee  
Chili's  
Crystal Farms  
Famous Dave's  
Florida's Natural  
General Mills  
HARIBO  
The Hershey Company  
High Brew Coffee  
International Olive Council  
Kozy Shack Pudding  
Land O'Lakes

Land O'Lakes Foodservice  
Muir Glen  
Perdue  
Pillsbury  
Schell's Brewing Company  
Schwan's Home Delivery  
Vermont Creamery

### RETAIL

3M  
Associated Bank  
Aveda  
Blu Dot  
Cenex  
Cost Cutters  
Goodyear  
JCPenney  
Kiehl's  
Northern Tool + Equipment  
Old Navy  
Pacha Soap Company  
Red Wing Shoes  
Safelite  
Target  
U.S. Bank

### PET CARE

Elanco  
Merck Animal Health  
Nestlé Purina  
Novartis Animal Health  
Pfizer Animal Health  
Purina Animal Nutrition  
Zoetis

### AGRIBUSINESS

AGCO  
CHS  
DuPont Crop Protection  
Farm Credit Mid-America  
New Holland  
Syngenta  
WinField United