



## Esther \*ET\* Franklin

CHIEF STRATEGY OFFICER

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*Esther's multi-sector expertise is anchored in translating ways emerging technologies & trends such as Artificial Intelligence (AI), Digital Media, Influencer, Content, eCommerce, and more, drive existing and new customer growth.*

**EXPERTISE:** Business Development/Growth, Consumer Marketing/Audience Insights, Digital Media/Technology/Innovation, ESG, Executive Management, Marketing/Brand Management, Mergers/Acquisitions, Senior Leadership, Strategy Development/Transformation, 3x Cannes Lions Judge, Crain's Chicago Business - Notable Nonprofit Board Leader (2024).

**Esther strategically transforms organizations.** She's pivotal to Publicis Media and Spark Foundry's growth to a large cap, US/Global, organization, across 50 countries with an exploding employee base; from 160 to 3,000+.

Esther architects and continues to drive adoption of industry-leading, audience 1<sup>st</sup> approaches to marketing/media across US and Global clients; approaches charting more precise, new paths to growth for brands such as; American Family Insurance, *Brown Forman*, *Campbell's*, *Comcast*, *Marriott*, *New York Life*, *Kentucky Fried Chicken*, *Keurig Dr. Pepper*, *Pizza Hut*, *Vanguard*, *Victoria Secret*, *Wing Stop* and more, enabling them to find new ways to deliver impact in dynamic times.

**Esther's prowess lies in translating ways business enterprises can leverage evolving digital media, technology, innovation, Influencer & Content trends into growth opportunities.** She leverages the AI-driven frontier, explosion of social platforms and eCommerce to keep brands ahead of shifting audience behaviors. Her leadership in advancing marketers strategic approaches to growth, within the rapidly changing digital eco-scape, while strengthening their understanding of its relevance to modern audiences, has led to new business wins globally, such as *Miele*, and expanded US/Global Client scope across industries; Retail, CPG, Entertainment, Finance, QSR, Insurance and others.

**Esther leverages noted expertise in data-driven insights driving audience growth globally.** Stemming from game-changing disruptions in US/Global audience composition, Esther's rigor in deriving insights and implications from a broad spectrum of zero/1st/2nd/3rd party & other data sets/types, fuel her leadership in connecting brands to audiences in a variety of impact driving ways:

*Disney Parks* (global consolidation), *Macy's* (digital retail), *Meta* (always-on evolution), *Kimberly Clark* (diverse audience prioritization), *Starbucks* (after COVID transformation), *Lowe's* (Experience Design) - automotive, beauty, health care sectors and more.

**Esther currently holds board seats, has been recognized and is involved with a variety of organizations.**

**BOARD SEATS:** The Chicago Urban League (Secretary), The Family Institute at Northwestern University (Chair) and, serves on the Advisory Boards of Lurie Children's Hospital (Marketing) & WARC (Rankings). **RECOGNIZED:** She earned the Advertising Woman of the Year award by the Chicago Advertising Federation and the Advertising Legend award from ADCOLOR. She stays on the forefront of board considerations by participating in a variety of board conferences & readiness programs. **MEMBER:** She is a member of The Chicago Network (TCN), The Arts Club of Chicago & The Economic Club of Chicago.

**Esther received her M.M. from Northwestern University** - Kellogg School of Management. And her B.S. in Business Administration from the University of Illinois - Urbana/Champaign.



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### SUMMARY OVERVIEW OF EXPERIENCE

#### CAREER EXPERIENCE

- 2016 - Present      **PUBLICIS MEDIA/SPARK FOUNDRY**      Chicago, IL/USA  
*Chief Strategy Officer*  
*Global Chief Strategy | Cultural Fluency Officer - Global President*
- Responsible For: Business development/growth, Strategy Development/Transformation, Digital Media/Technology/Innovation, Consumer Marketing/Audience Insights & driving Cultural Fluency for Publicis Media, Spark and clients
  - Developed: Global way of working; product development approach, Measured Inclusion Framework
  - Grew: to large cap organization with exploding employee base, from 160 to 3,000+ across 50 countries
  - Sample of Current Clients: Brown Forman, Campbell's, Comcast, Citi, Humana, KFC, Macy's, Marriott, Mattel, Meta, Molson Coors, Pizza Hut, Southwest, Starbucks, Taco Bell, Telemundo, Universal Parks, Visionworks
- 2006-2016      **PUBLICIS MEDIA/STARCOM MEDIAVEST GROUP**      Chicago, IL/USA  
*EVP Head of Americas Experience Strategy - EVP Director Cultural Identities*
- Responsible For: Disrupting conventional media/marketing practices across mass US & Multicultural audiences and Latin America
  - Developed: Cultural Identities Center of Excellence/Beyond Demographics
  - Grew: +\$7MM new business, +50% organic growth fees, +\$27MM programming investment
- 2001-2006      **STARCOM WORLDWIDE**      Chicago, IL/USA  
*SVP Director Consumer Context Planning*
- Responsible For: Establishing new capability - standing up 'Account Planning' discipline in media sector
  - Developed: sustainable capability and developed talent to operationalize it inside media entities
  - Grew: redefined role of the organization - from media company to marketing partner
- 1993-2001      **LEO BURNETT**      Chicago, IL/USA  
*VP Account Planning Director*
- Responsible For: Help driving agency transformation from 'research' to 'Account Planning', Phillip Morris
  - Developed: Future-driven initiatives - Foresight Matters, 20Twenty Vision, LeoShe
  - Grew: Consumer-grounded, strategic platforms inspiring creative development of brand-building, national advertising campaigns

#### BOARD EXPERIENCE

- 2010-Present      **THE FAMILY INSTITUTE AT NORTHWESTERN UNIVERSITY**      Evanston, IL/USA  
*Chair*  
*One of the nation's leading relationship-based behavioral health organizations committed to strengthening and healing children, adolescents, families and individuals*
- 2013-Present      **THE CHICAGO URBAN LEAGUE**      Chicago, IL/USA  
*Board Secretary*  
*Develops programs, partnerships & engages in advocacy for African Americans addressing employment, entrepreneurship, affordable housing and quality education*
- 2019-Present      **LURIE CHILDREN'S HOSPITAL**      Chicago, IL/USA  
*Board/Advisory Committee*  
*Nationally ranked pediatric acute care children's hospital*
- 2022-2025      **WTTW/WMTT**      Chicago, IL/USA  
*Strategic Planning Committee*  
*PBS member television station owned by not-for-profit broadcaster Window to the World Communications, Inc., - sister to commercial classical music radio station WFMT*

#### EDUCATION

- NORTHWESTERN UNIVERSITY - KELLOGG** - Masters of Management      Evanston, IL/USA  
**UNIVERSITY OF ILLINOIS @ CHAMPAIGN** - BS Business Administration      Champaign/Urbana, IL/USA

#### ORGANIZATIONS/ACTIVITIES

*Economic Club of Chicago, The Arts Club of Chicago, The Chicago Network (TCN), Lake swimmer*