

As Chief People Officer West and with her focus on people & purpose programs within Wunderman Thompson North America, Martha has found her passion. With more than twenty years of digital experience, Martha is a results-oriented leader with responsibilities ranging from seeing the company vision into reality, working with clients to realize their digital strategy, defining and championing an inclusive culture, being an agent for change, defining organizational strategies of the business and helping people realize their best self.

A passionate believer in building environments and expectations for people to do their best work, Martha has long been a strong supporter of the 3% Conference since 2012 and other efforts to change the ratio. Under her leadership, the agency has seen the ranks of its female leadership double and diversity grow, plus one of the first few agencies to accomplish 3% certification. Martha is also a published author, writing about diversity, inclusion and the importance of culture and impact to business for publications including *Ad Age*, *The Drum*, *Campaign* and *Huffington Post*.

Martha has held various positions within the agency from Project Manager, Director of Client Services, Chief of Staff, Managing Director, Global Chief Talent Officer and CEO/President, Americas of POSSIBLE, which has since merged into Wunderman Thompson. Over the years, the agency has been recognized by the industry for thought leadership and work, including Cannes Lions, Webby and Addy's, and has been recognized as a best place to work both locally and nationally in *Ad Age*.

Martha is a graduate from Seattle Pacific University with a degree in human environmental science and an emphasis in business/marketing. She volunteers in her community and previously served on the board for the Rotary Boys & Girls Club for over 12 years as President, Marketing Chair and Resource committees, and has a passion for helping kids. Her motto is: "life is 10% what happens and 90% how you handle it".