

Stacy DeRiso oversees 900+ employees in the U.S where she has a laser-like focus on driving business results for clients and championing talent. Her creative and media experience further enables more creativity and ignites change amongst the agency and the industry. Stacy was named one of the “Adweek 50 in 2018”, is a proud member of Chief, and has won numerous industry awards for both creative and media. She is proud of the brands she's worked for and with over the course of her career such as Google, Volkswagen, IBM, Mastercard, and Gap. Joining as CEO in 2021, Stacy continues to elevate and amplify Initiative's brand in the marketplace.