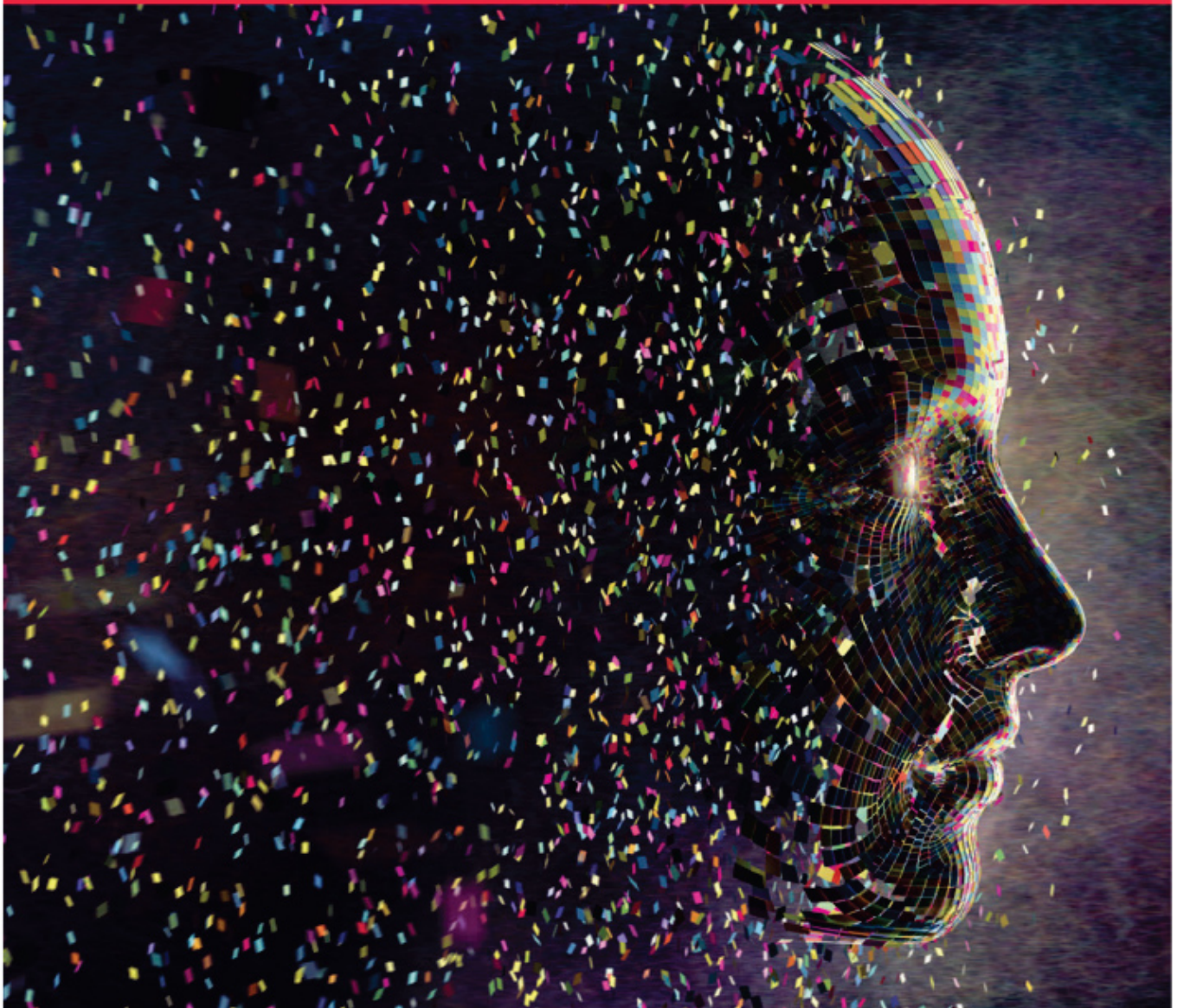


CUSTOM CONTENT  
MARCH 18, 2019

# MOST INFLUENTIAL MARKETERS



**H**AVING THE RIGHT MARKETER ON YOUR SIDE CAN BE THE DIFFERENCE BETWEEN YOUR POTENTIAL CUSTOMERS HEARING about you in a positive light or not at all. It can also make the difference in whether or not your company positions itself in the eyes of the general public and with the constituents who will help take you to the next level of success.

There are some truly outstanding professionals making up the Los Angeles marketing landscape. The Los Angeles Business Journal reviewed the nominations and took on the difficult task of selecting some of the very best to be showcased here. Congratulations to the trailblazing professionals and teams who made this list and thank you for your contributions to the local business community's success.



## MOST INFLUENTIAL MARKETERS

## DEUTSCH

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Deutsch is an advertising, design and digital agency known for its award-winning creative campaigns for clients including Taco Bell, Volkswagen, Dr. Pepper, H&R Block, Target and Snapple, to name a few. The agency has consistently won Cannes Lions accolades, One Show awards, D&AD, CLIOs, ThinkLA, EFFIE and Webby awards. In 2019, Deutsch turns 50 and continues to hustle like the team did when they were rookies. In the last year, through calculated risks, nimble pivoting, and expanding services, Deutsch continued to evolve and produce work that pushed the boundaries for its clients.

Most recently, Deutsch partnered with the “metoo” movement, founded by social activist Tarana Burke, to create a series of PSAs aimed to rally survivors and supporters together in the fight to end sexual violence. The films debuted privately at the HBO House at the Sundance Film Festival and garnered national and international press attention.



## ELEVATE MY BRAND

The team at Elevate My Brand (EMB) exercises a unique offline and online marketing methodology that provides innovative, creative solutions for new, emerging brands and well-established companies. EMB specializes in helping both business-to-consumer (B2C) and business-to-business (B2B) clients gain the attention and exposure they deserve within their niche markets, regardless of their size or stage of operational growth.

Since its founding in 2009, hundreds of clients have taken advantage of EMB's approach to developing and executing perfectly tailored strategic marketing initiatives to elevate their brands. From rebranding to product launching, from online marketing to developing a social media presence with a brand, EMB's solutions open new markets, expand consumer base and increase visibility and profitability. Laurel Mintz, EMB's Founder and CEO has created an agency family team that collaborates on projects for both startups and blue chip global brands like Facebook, Verizon Digital Media Group, PAW Patrol and Zendesk.



## THE MARKETING MASTERS

The Marketing Masters, founded by Brendan Egan and John Shegerian, is a boutique digital marketing agency obsessed with results. The agency has over 250 clients and an over 99% client retention rate. Offering web design/development services and a variety of digital marketing services (including SEO, PPC, email, social, and more), The Marketing Masters team focuses on creating custom campaigns across a variety of verticals to help clients achieve better brand recognition, more leads, and improve bottom line.

With offices in Chicago and Los Angeles and clients on six continents, The Marketing Masters has become well known for its ROI focused approach to digital marketing. Each campaign has a simple purpose and objective, and The Marketing Masters team doesn't rest until those goals are met. The team has grown businesses from a few leads per day to over 100 leads per day in as little as a few years, and have established a consistent track record of success.



## RPA

Cancer is scary for anyone, but for a child it's even scarier. Unfortunately, there are limited resources that explain cancer care in a way kids can relate to. Thus RPA, on behalf of the Pediatric Brain Tumor Foundation, created a resource for kids that makes abstract cancer information concrete, through entertaining, relatable stories.

By partnering with more than five dozen creative partners, the RPA team, composed of creatives, account management, project management and more, made the award-winning Imaginary Friend Society (IFS), a series of 22 animated short films featuring imaginary friend characters come to life. The IFS films explain every facet of cancer in a kid-friendly way. Through a simple mobile app, the characters offer words of encouragement and hope to boost confidence during difficult times. Leading hospitals around the country, like Children's Hospital Los Angeles, have adopted IFS into their in-hospital networks or staff resources. The well-respected Association of Pediatric Hematology/Oncology Nurses has included the films as resource materials.



## DEAN EVANS

Chief Marketing Officer  
Hyundai Motor America

Dean Evans is the Chief Marketing Officer for Hyundai Motor America. In this role, he is responsible for all marketing activities for the carmaker in the United States. During his tenure at Hyundai, Evans and his talented marketing team have led numerous innovative and award winning programs. Under his direction, Hyundai became the first car company to win the USA TODAY Ad Meter with the spot “First Date” at Super Bowl 50 and produced several firsts with “Operation Better,” an emotional reunion and tribute to the U.S. military that was shot, edited and produced during Super Bowl 51. Last year, its Super Bowl ad was an emotional thank you to its customers who impact pediatric cancer research with the purchase of each Hyundai.

He has inspired his team to modernize Hyundai's marketing portfolio through expanded digital marketing efforts, industry-first programs such as Prime Now, Drive Now with leading brand Amazon, and branded content pieces with partners like BuzzFeed.



## RAISSA GERONA

Chief Brand Officer  
REVOLVE

Raissa Gerona is Chief Brand Officer at REVOLVE, the Los Angeles-based, next-generation fashion retailer for millennial consumers. Founded in 2003, REVOLVE has emerged from the competitive fashion retail landscape as a trusted, premium lifestyle brand that has become a go-to online source for discovery and inspiration. Underpinning REVOLVE's success has been its powerful and innovative marketing strategy, which Gerona has helped spearhead for the past 10 years.

Gerona and her team manage Instagram accounts for REVOLVE, its luxury site FORWARD, and REVOLVE's 19 owned brands, which collectively have over 5 million followers. To amplify the reach of this content, REVOLVE has built a community of over 2,500 influencers and brand partners, including many of the most influential social media celebrities in the world. Gerona is also responsible for cultivating and maintaining relationships with many of REVOLVE's leading influencers, and has been instrumental in building the influencer community into what it is today.



## KRISTAN GINTHER

West Region Marketing Director  
RSM US LLP

Kristan Ginther is a Regional Marketing Director at RSM US LLP with nearly 20 years of marketing experience. Her distinguished career in marketing, public relations and writing has led her to become an innovative, proactive leader in providing new marketing initiatives to advance corporate strategies. During her time at RSM, she has successfully demonstrated leadership by working with the firm's executive and sales leadership on lead generation campaigns through various marketing channels to support the firm's objectives. She is responsible for strategic and marketing planning for the West region and leads a team of five marketers. In particular, Ginther has led the marketing strategy and growth efforts that have helped the Los Angeles office achieve double-digit growth for five years and counting.

Her marketing team members have high respect and regard for Ginther, as she is a leader who possesses integrity, compassion and confidence.



## JESSICA HAWTHORNE-CASTRO

CEO  
Hawthorne

With second-generation leadership at Hawthorne Direct LLC, Jessica Hawthorne-Castro has grown her agency at an unprecedented rate, landing it on the Inc. 5000 list of America's fastest growing companies while moving its headquarters from the Midwest to Los Angeles. Hawthorne is focused on building its legacy of brand advertising with provable ROI. Its innovations in analytics, data science, marketing attribution and fostering service-oriented relationships with the company's clients helps Hawthorne to envision, create and execute powerful advertising campaigns that build brands and ignite consumers.

Hawthorne-Castro, and Hawthorne as an agency, have been recognized as key influencers in the marketing industry. Recent accolades reflect Hawthorne's unparalleled standing within advertising and the high-quality, measurable impact of its work. The agency is known for its innovative vision, rigorous accountability, and commitment to its clients. This excellence is consistently recognized by peers and industry leaders.