



NEWS RELEASE

Jennifer Miller Joins SoNo's Scrum50 As Marketing Agency's Executive Creative Director

SOUTH NORWALK, Conn., July 15, 2015 — **Scrum50** has hired **Jennifer Miller** as executive creative director, a new role for the agency.

Throughout her career, Miller has been on the forefront of reshaping traditional advertising. In her new role as Executive Creative Director at Scrum50, she is an **early adopter of lean management and agile marketing**. With her partners she has restructured the agency model and is helping clients compete "at the speed of life."

Early on, she identified a niche and a passion for **marketing-to-women**. Many years of creative work for Dove, Simple Skincare, Trish McEvoy, Margaritaville Sun Care, Duncan Hines, Playtex, and many other beauty and CPG brands, have given her an intimate perspective on what makes women tick.

She is one of the rare female creative directors in the advertising/marketing industry in which only 11% of the creative directors are women.

An award-winning creative director, Miller moves to the South Norwalk-based Scrum50 agile marketing agency from an agency she founded called sugar*, where she has served as executive creative director since 2011. Previously, Miller was creative strategy director at Tenthwave Digital, LLC (2012-13), SVP creative director at Epsilon/Ryan Partnership (2005-12), and VP associate creative director at Digitas (2004-05).

While at Epsilon/Ryan, she was the U.S. creative digital lead of **Dove's Campaign for Real Beauty** from its earliest days. Over seven years (2005-2012), she led multiple digital projects to amplify the campaign. Dove's "Campaign for Real Beauty" was named "#1 Top Ad Campaign of the 21st Century" by *Advertising Age*.

She is passionate about supporting women in advertising and helping to propel them into leadership roles. She has **spoken extensively to women's groups** and at universities about women's advancement on behalf of Dove and the Campaign for Real Beauty.

She firmly believes, counter to industry tradition, that women can lead male-focused clients. In fact, Jen was one of the team leads on the successful digital-first launch of the **Dove Men + Care Campaign** in 2010, the most successful Unilever product launch of the decade. This campaign leveraged Drew Brees the day after his winning Super Bowl performance and was one of the first to use real-time digital media.

In 2010, she worked directly with **Apple** in Cupertino on the first iAd Mobile Ad Platform launch, including the development of agency protocols.

Early in her career, she was named to the first *Advertising Age* "Roaring 20's: Twenty-Somethings to Watch" List.

She was a founding member of **Y&R's BrandBuzz** team (2000) that originated what became known as "360-degree thinking" for brands such as SONY, LG, Mattel, 7Up, and the United Nations. This team broadened the traditional advertising lens by refocusing on a multichannel effort using talent across disciplines.

Prior to that, Miller was senior art director at Wunderman (1998-2000) and art director at Fusion 5 (1997-98). She earned a bachelor's of fine arts in graphic design and photography from the University of Hartford, and an MBA in design management from Pratt Institute of New York City.

Miller is the winner of more than 30 awards, including the EFFIE, ECHOs, The ONE Show, W3, PRO AWARDS, Reggies, MIXXs, OMMAs and a TELLY. She also served as a judge at the 2015 American Advertising Awards.

About Scrum50

Scrum50 is a new kind of agency, dynamic as the agile methodology which drives it. Scrum50 lives at the intersection of technology and marketing. It's a place where brands are jostled and challenged by our 24/7 social world of news, views, and customer feedback cycles. Change is the only constant. It's a scrimmage image in which ideas are packed closely together, as in a rugby scrum, where only the most effective rise to the top. Scrum50 adapts the new agile marketing paradigm to accelerate your brand's time to market. Staffed by industry veterans, informed by agile best practices, Scrum50 is smart, flexible, nimble — the marketing agency transformed. Scrum50 is currently working with American Express, Schwan Food Company, Stamford Health, Save the Children, and Spark Modern Fires. Please visit www.scrum50.com.

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