

Todd Spencer

About

As a dedicated marketer and visionary leader, I have always been passionate about crafting ideas that forge deep connections between consumers and brands. This drive, coupled with my relentless energy and passion, led me to become the youngest and only the sixth president in Doe-Anderson's 109-year history.



Doe-Anderson

32 yrs

- **Executive Chairman**

Jan 2023 - Present · 2 yrs 9 mos

During my 31 years with Doe-Anderson, I've played a key role in developing breakthrough and effective marketing campaigns that have generated positive results for many national and international brands.

Since taking over as President & CEO in 2007, I led the organization through a period of significant growth and expansion. In addition to achieving strong business results, the company also received national strategic and creative recognition. In recent years, the company has won several prestigious industry awards including an Effie, a Graphis award, a Silver Anvil award, an Ogilvy Award and numerous OBIE and ADDY awards. In 2012, the company was also inducted into the Outdoor Advertising Association of America's hall of fame honoring the 50 years of exceptional creative work on Maker's Mark.

Key highlights:

Appointed as President & CEO of Doe-Anderson, Inc. in 2007 – only the sixth, and the youngest CEO in the company's 109-year history.

Increased annual sales an average of 8.5% year-on-year from \$57.4 million to \$140.5 million during tenure as President & CEO (2007-2018).

Increased annual gross revenues an average of 8.9% year-on-year from \$6.9 million to \$17.6 million from 2007 to 2018.

Delivered an average annual return of 15.5% in shareholder value from 2007 to 2018.

Recognized as one of Louisville's most influential business and community leaders by Insider Louisville in 2017.

Awarded the Louisville Business First "Fast 50" award six consecutive years – 2014 through 2019. This award recognizes the top 50 companies with the greatest revenue growth over a three-year period.

Received the American Women in Radio and Television's 1999 STAR award recognizing executives who help advance the impact of women's careers in broadcasting and related communications fields.

Selected as a Business First Forty Under 40 honoree in 2006.

John Birnstee

With over 20 years of experience in the brand communications industry, John has enjoyed wide exposure across myriad marketing disciplines, communication categories and consumer cultures.

John is a Doe Anderson 'boomerang' having cut his teeth at the Louisville-based creative agency in the mid-90s before pursuing a graduate degree in management at Cambridge University. This led to a 16 year stint in the UK where he worked on many high-profile re-branding and innovation projects at some of the world's most respected branding agencies.

Immediately prior to his return to his hometown in January 2013 to take up the role of COO at Doe Anderson, John was Head of Strategy at FutureBrand London which was named Marketing's '2012 Branding Agency of the Year'.

John's journey through top-flight brand consulting and advertising agencies has given him valuable insights into what makes a compelling brand 'on paper' and how this can be relevant, communicated and experienced in the 'real world'.

Experience



Doe-Anderson

12 yrs 9 mos
Louisville, Kentucky

- **Chief Executive Officer**
Full-time
Jan 2023 - Present · 2 yrs 9 mos
- **Chief Operating Officer**
Jan 2013 - Jan 2023 · 10 yrs 1 mo



Head of Strategy

FutureBrand
Aug 2011 - Dec 2012 · 1 yr 5 mos
London, United Kingdom

John works with leading brands to help them define their point of difference and to bring this to life.



Insights Director

Imagination
Aug 2007 - Jul 2011 · 4 yrs
London, United Kingdom



Consulting Director

Enterprise IG
Jan 1999 - Jul 2007 · 8 yrs 7 mos
London, United Kingdom

Enterprise IG is the world's leading global brand consultancy.



Account Manager

Doe Anderson
Nov 1993 - Jul 1997 · 3 yrs 9 mos
Louisville, Kentucky

Leyla Touma Dailey

About

Leyla was voted 2024 AdeAge Small Agency Executive of the Year. An energetic, strategic and highly awarded creative leader, Leyla has a passion for building brands and solving complex business problems through creativity and innovation. Her work has been recognized by Cannes Lions, One Show, ADC, New York Festivals, Webby's, Addys, and the Chicago Creative Club.

Leyla has deep experience designing fully integrated campaigns for some of the world's most loved brands including Maker's Mark, Coca-Cola, Bel Brand Cheese (Boursin, Mini Babybel, The Laughing Cow), Tyson, Maui Jim Sunglasses, Whirlpool, Walgreens and a large portfolio of Constellation brands including Modelo, Corona Premier, Corona Refresca, Kim Crawford and Woodbridge wine.

Experience



Doe-Anderson

4 yrs 8 mos

- **President, Chief Creative Officer**
Jan 2023 - Present · 2 yrs 9 mos
- **EVP/Chief Creative Officer**
Feb 2021 - Jan 2023 · 2 yrs
Louisville, Kentucky, United States



Founding Member

Chief

Jun 2020 - Present · 5 yrs 4 mos



Chief Creative Officer

Cavalry

Jul 2016 - Dec 2020 · 4 yrs 6 mos

Chicago

Clients: Tyson, Modelo, Corona Premier, Corona Refresca, Kim Crawford, Ballast Point, Meiom, Woodbridge, Ruffino, Western Standard, American Freedom Foundation

Successfully led two WPP agencies simultaneously (Y&R and Cavalry), creating high performing creative teams that consistently won new business and drove incremental revenue within existing relationships.



Chief Creative Officer

Young & Rubicam

Jul 2016 - Dec 2018 · 2 yrs 6 mos

Chicago

Clients: Boursin, Babybel, The Laughing Cow, Butterball, Whirlpool, National Domestic Violence Hotline



Leo Burnett

5 yrs 9 mos

Chicago

Lee Dorsey

← Education



MIT Sloan Executive Education

Executive Certificate, Strategy and Innovation

2020 - 2021



Executive Certificate in Strategy and Innovation - MIT Sloan Executive Education - Lee D. Dorsey

Executive Certificate in Strategy and Innovation - MIT Sloan Executive Education - Lee D. Dorsey



University of Virginia

MS in Commerce, Marketing and Management

2012 - 2013

Activities and societies: Beta Gamma Sigma- International Business Honor Society



Davidson College

Bachelor of Arts, English, Concentration in International Studies

2008 - 2012

Activities and societies: Honor Council (Senior Member), Chidsey Leadership Fellow, Indoor and Outdoor Track and Field (NCAA Division I, Captain), Patterson Court Council (President), Order of Omega.



University of Cambridge

2010 - 2010

Completed intensive study of the history and literature of Britain in the late eighteenth and early nineteenth centuries.

← Experience



Doe-Anderson

12 yrs 3 mos

- **President, Chief Operating Officer**
Jan 2023 - Present · 2 yrs 9 mos
Louisville, Kentucky, United States
 - **SVP, Director of Innovation**
Full-time
Jan 2021 - Jan 2023 · 2 yrs 1 mo
Louisville, Kentucky, United States
 - **VP, Director of Innovation**
Feb 2019 - Jan 2021 · 2 yrs
Louisville, Kentucky, United States
 - **Senior Brand Planner**
Aug 2017 - Feb 2019 · 1 yr 7 mos
Louisville, Kentucky, United States
 - **Brand Planner**
Jan 2016 - Aug 2017 · 1 yr 8 mos
Louisville, Kentucky, United States
 - **Brand Analyst**
Jul 2014 - Jan 2016 · 1 yr 7 mos
Louisville, Kentucky, United States
 - **Assistant Account Manager**
Jul 2013 - Jun 2014 · 1 yr
Louisville, Kentucky, United States
- Maker's Mark and Jim Beam Brands

Brittany Campisano

Education



University of Louisville

BS, Accounting

1996 - 1999



Indiana Wesleyan University

MBA, Business Administration and Management, General

2010 - 2012



Experience



Doe-Anderson

26 yrs

- **Chief Financial Officer**
Jan 2023 - Present · 2 yrs 9 mos
- **EVP, Controller**
Full-time
Jan 2021 - Present · 4 yrs 9 mos
- **SVP, Controller and HR Director**
Mar 2016 - Jan 2021 · 4 yrs 11 mos

Oversees the day to day accounting as it relates to billing/sales tax/expenses and depreciation.
Handles all of the HR function (Payroll/401K/Worker's Comp and Medical Insurance, etc.)
- **VP, HR Manager and Senior Accountant**
Mar 2011 - Feb 2016 · 5 yrs

I execute many of the day to day operations of the accounting department, in addition to being the benefits administrator as the HR Manager
- **Accountant**
Oct 1999 - Mar 2011 · 11 yrs 6 mos