

Hey, Sisters, we know.

At the end of January, a small group of us came together to talk about what was going on in the industry and in our offices and what we could do about it. That long night turned into more meetups and phone calls, and hundreds of emails. Many hundreds of emails. Along the way we have grown from 14 women to 180.

We had a lot of questions. We questioned ourselves and each other, and we shared and heard stories that made us both sad and hopeful. As representatives of both independent and holding company agencies, we saw that we had a lot of different processes and procedures that were designed to help but aren't enough on their own.

We don't for a minute believe we found all the answers. We found some. You've searched and found them too. The answers are there; they just need to be picked up and realized. Answers need to be acted on.

As women in senior leadership positions in advertising, we've agreed that we have the power to change this business we love until it looks more like the industry we want to lead.

As leaders, it's on us to foster a workplace where people are challenged but still respected.

Sexual harassment is not OK. Never. No exceptions. No amount of talent, missed cues, or being great in the room unchecks the No Sexual Harassment box.

Old power dynamics are a lot of the problem. Power that blurs the lines between what you get to do/have/touch/ask for/expect and what you don't. It's time to talk candidly about the responsibility that comes with power.

We look at the lack of diversity in this group of women and see the long-term effect of power structures that encouraged some of us to rise but held others back. We see you. We see your talent. We see the gap. We want share of voice and share of power, for everyone.

As we build on the determination of the women and like-minded men in our industry and the agencies who have stepped forward, we're stepping forward too.

Time's up, advertising.

Time's up on sexual harassment.

Time's up on lack of representation.

Time's up on inequity.

Time's up on silence.

timesupadvertising.com

TIME'S UP™ is organizing as a global force for business reform across industry categories. To us, a commitment to reform represents common ground where we can gather in optimism and move forward, together. We're proud to be the first new industry vertical to formally align with this group and its intentions.

TIME'S UP™/ADVERTISING's mission is to drive new policies, practices, decisions, and tangible actions that result in more balanced, diverse, and accountable leadership; address workplace discrimination, harassment, and abuse; and create equitable cultures within our agencies.

Bring your voices. We need you.

To kick things off, we'll hold community gatherings on May 14 in New York, Los Angeles, San Francisco, and Chicago. We will also create an online forum for reach beyond major cities. Our goal is real change. We think the best first step in this process is talking face to face with you. Together, we'll draw the rest of the road map, which should include:

ACTION: Commit to creating solutions that work, starting with examining the processes and policies that have failed us.

ACTION: Identify and mentor people representing diversity across the board and who are ready to become agency leaders.

ACTION: Adoption of progressive agency training and education that brings this discussion and its solutions out into the open in our agencies.

We'll post our goals and progress at timesupadvertising.com. Like our TIME'S UP™ sisters, we remain committed to holding our own workplaces accountable and pushing for swift change. Our companies should be safe and equitable spaces for all.

If you run an advertising agency and would like to commit to our actions to create policy change, contact us. If you would like to support and stand with us, please consider a donation to the TIME'S UP™ Legal Defense Fund, which will help defray legal and public relations costs in select cases for those who have experienced sexual harassment or related retaliation in the workplace.

In solidarity,

Your advertising sisters

Signed,

TIME'S UP™/ADVERTISING comprises more than
180 senior female agency CEOs, CCOs, and CSOs, including:

Aarti Thiagarajan
Managing Director,
Mother New York

Abbey Klaassen
CMO, 360i

Alicia McVey
Co-Founder & CCO, Swift

Alyson Warshaw
Chief Creative Officer,
Laundry Service

Ambika Pai
Partner and Co-Head of Strategy,
Wolf & Wilhelmine

Amie Miller
Chief Talent Officer,
TBWA\Worldwide

Amy Armstrong
US CEO, Initiative

Amy Avery
Chief Intelligence Officer, Droga5

Amy Hellickson
Managing Director,
Laundry Service

Amy Winger
Chief Strategy Officer, VML

Amy Worley
Chief Connections Officer, VML

Ana Bermudez
VP/Managing director,
The Community

Andrea Cook
President, FCB/SIX

Andrea Diquez
Chief Executive Officer,
Saatchi & Saatchi NY

Angela Johnson
President,
mcgarrybowen New York

Angie Hannam
Global Chief Talent Officer,
R/GA

Bella Patel
EVP, Chief Talent Officer,
FCB Chicago

Beth Wade
Global CMO, VML

Billie Smith
*Director of Talent Management &
HR Operations,* Leo Burnett

Bonnie Wan
*Director of Brand Strategy &
Partner,* Goodby, Silverstein
& Partners

Britt Hayes
Chief People Officer,
DDB North America

Candice Hahn
VP, Managing Director,
R/GA Austin

Carla Serrano
Chief Strategy Officer, Publicis
Communications & CEO, Publicis
New York

Carmina Drummond
Chief Culture Officer,
The Martin Agency

Cathy Butler
CEO, Barbarian

Chloe Gottlieb
EVP, CCO, R/GA

Christine Chen
*Director of Communication
Strategy & Partner,* Goodby,
Silverstein & Partners

Christine Prins
Chief Marketing Officer,
Saatchi & Saatchi NY

Cindy Curry
CFO, Energy BBDO Chicago

Claudia Valderrama
CFO, Wieden+Kennedy

Colleen DeCourcy
Global CCO, Wieden+Kennedy

Corinna Falusi
CCO & Partner, Mother

Crystal Rix
Chief Strategy Officer,
BBDO New York

Cynthia Augustine
Global Chief Talent Officer,
FCB

Daisy Expósito-Ulla
Chairman/CEO,
d expósito & Partners, LLC

Dana Maiman
President & CEO, FCB Health

Dana Mansfield
Chief Talent Officer,
McCann North America

Danielle Aldrich
EVP/President, CP+B

Danielle Austen
*Founder, Managing Partner &
CEO,* fluent360

Danielle Trivisonno
CCO Americas, POSSIBLE

Dawn Winchester
Chief Digital Officer,
Publicis Worldwide North America

Debbi Vandeven
Global CCO, VML

Debby Reiner
CEO, Grey NY

Deidre Smalls-Landau
*EVP, Global Chief Cross
Cultural Officer,* Universal
McCann & Identity

Devika Bulchandani
President, McCann

Donnalyn Smith
President, North America
Momentum Worldwide

Eileen Kiernan
Global President, J3

Elana Gorbatyuk
SVP Strategy, Partner, Sid Lee

Elizabeth Rosenberg
*Director of Communications,
72andSunny*

Elyssa Phillips
Global Chief of Staff, FCB Global

Emily Wilcox
*Director of Client Services,
Johannes Leonardo*

Emma Montgomery
CSO, Leo Burnett Chicago

Erica Grau
COO, Deutsch New York

Erica Hoholick
President, Phenomenon

Erica Schmidt
*EVP, Managing Director, NA
Cadreon*

Erin Riley
*President, TBWA\Chiat\Day
Los Angeles*

Evin Shutt
*Chief Operating Officer &
Partner, 72andSunny*

Gail Heimann
President, Weber Shandwick

Heide Gardner
*SVP Chief Diversity & Inclusion
Officer, New York (Corp) IPG*

Heidi Hackemer
Founder, Wolf & Wilhelmine

Heidi Hovland
CEO, DeVries Global

Helen Pak
*President, Grey Toronto & Chief
Creative Officer, Grey Canada*

Helene Leggatt
*President,
DDB Canada Edmonton*

Jaime Robinson
*Co-Founder & CCO,
Joan Creative*

Jamie Rosen
*Chief Marketing Officer,
Publicis Worldwide North America*

Jane Reiss
*Chief Brand Experience Officer,
Grey NY*

Jane Tamraz
Executive Director, VML Chicago

Janet Kestin
Co-Founder & Partner, Swim

Jennifer Hohman
*Global Chief Marketing Officer,
FCB Global*

Jenny Campbell
*Managing Director,
72andSunny Los Angeles*

Jess Greenwood
SVP, Head of Strategy, R/GA

Jess Monsey
*Managing Director,
72andSunny New York*

Jessica Reznick
*Partner/ Managing Director,
Magnetic Collaborative*

Jiah Choi
Partner & CEO, Anomaly LA

Jill Nykoliation
CEO, Juniper Park\TBWA

Jo Shoesmith
CCO, Campbell Ewald

Judy John
*CEO Canada & CCO North
America, Leo Burnett*

Justine Armour
*Executive Creative Director,
72andSunny New York*

Karen Costello
CCO, The Martin Agency

Karen Hunt
*West Coast Region President,
Universal McCann*

Karen Kaplan
Chairman & CEO, Hill Holiday

Karin Onsager-Birch
Chief Creative Officer, FCB West

Karina Wilsher
Global COO & Partner, Anomaly

Karyn Rockwell
CEO, FCB New York

Kasha Cacy
CEO, US Universal McCann

Kate Jeffers
*Partner/ Managing Director,
Venables Bell & Partners*

Kate MacNevin
Global President, MRM/Mccann

Kate Schermers
*Director of Production,
72andSunny Los Angeles*

Kate Weiss
*EVP, Human Resources Business
Partner, Universal McCann*

Katrien De Bauw
*Global President,
TBWA\Media Arts Lab*

Kelly Graves
CMO, FCB Chicago

Kelly Johnson
President, 215 McCann

Kelly Schoeffel
*Executive Strategy Director,
72andSunny Los Angeles*

Kerri Soukup
*EVP, Executive Creative Director,
Leo Burnett*

Kim Getty
President, Deutsch Los Angeles

Kirsten Flanik
President & CEO, BBDO NY

Kris Kiger
EVP, ECD, Design, R/GA

Kristen Cavallo
CEO, Martin

Kristen Clark
*Chief Talent Officer,
TBWA\Media Arts Lab and
TBWA\Chiat\Day Los Angeles*

Kyla Jacobs
*Chief Marketing Officer,
TBWA\Worldwide*

Lara Griggs
COO & Partner, Y&R

Laura Janness
*CSO & Partner,
Barton F. Graf 9000*

Lauren Crampsie
*Worldwide Chief Marketing
Officer, Ogilvy*

Lauren Schaefer
*Partner and Head of Ops &
Culture, Wolf & Wilhelmine*

Leslie Barrett
*Managing Partner,
Goodby Silverstein & Partners*

Leslie Sims
CCO, Y&R

Libby Brockhoff
*Founder and CEO,
Odysseus Arms*

Lisa Clunie
Co-Founder & CEO, Joan

Lisa Dujat
Chief Talent Officer,
FCB New York

Liz Taylor
CCO, FCB Chicago

Liz Valentine
CEO, Swift

Lora Schulson
Director of Production,
72andSunny New York

Lynn Lewis
Global CMO & East Coast Region
President, Universal McCann

Lynne Reilly
Global Chief Growth Officer,
Universal McCann

Maren Elliott
Chief Talent Officer, Swift

Margaret Johnson
CCO & Partner,
Goodby Silverstein & Partners

Margaret Keene
ECD, Mullen Lowe

Marianne Malina
President, GSD&M

Marjan M. Panah
Chief Talent Officer,
McCann Worldgroup

Martha Hiefield
CEO America's, POSSIBLE

Melanie Johnston
President, DDB Canada Toronto

Melanie Myers
Global Director of Talent,
Wieden+Kennedy

Melissa Nelson
President, Publicis Seattle

Melissa Schoenke
Chief Connections Officer,
Compass Point

Nancy Alley
Chief Talent Officer, Deutsch

Nancy Crimi-Lamanna
Chief Creative Officer,
FCB Toronto

Nancy Reyes
Managing Director,
TBWA\Chiat\Day New York

Nancy Vonk
Co-Founder, Swim

Nannette DuFour
Global Chief Client Officer,
McCann Worldgroup

Natalia Schultz
Chief Talent Officer, Publicis
Communications (East)

Nathalie Fagnan
COO, Publicis Worldwide
North America

Nicky Bell
SVP, Managing Director, R/GA LA

Olivia Legere
Partner and Managing Director,
Wolf & Wilhelmine

Pam Scheideler
Chief Digital Officer,
Deutsch Los Angeles

Paola Colombo
SVP, Managing Director,
R/GA SF

Patty Jones
EVP, Managing Director,
DDB Canada Vancouver

Preeya Vyas
Managing Partner, Digital,
Saatchi NY

Renee Jennings
CFO, Joan

Renetta McCann
Chief Talent Officer, Leo Burnett

Rhea Hill
Deputy Chief Operating Officer,
72andSunny

Robin Fitzgerald
Chief Creative Officer,
BBDO Atlanta

Rosemarie Ryan
Co-Founder, Co:Collective

Sally-Ann Dale
Chief Creation Officer, Droga5

Samia Chebeir
President, FCB Montreal

Sandi Hildreth
Global Director of HR,
Wieden+Kennedy

Sandra Williams
Chief Diversity officer,
Publicis Groupe

Sara Gavin
President, N.A., Weber Shandwick

Sarah Hofstetter
CEO, 360i

Sarah Thompson
Global & New York CEO, Droga5

Sarah Watson
Chairman & CSO, BBH NY

Sedef Onar
Chief Talent Officer & Partner,
72andSunny

Sharon Callahan
CEO, TBWA\WorldHealth

Shelley Brown
Chief Strategy Officer & Partner,
FCB Toronto

Shelley Elkins
SVP / ECD,
Jack Morton (Chicago)

Singleton Beato
Chief Diversity and Engagement
Officer, McCann

Susan Credle
Global CCO, FCB

Susan Gianinno
Chairman, Publicis Worldwide
North America

Susan Hoffman
Global CCO, Wieden+Kennedy

Susie Nam
Chief Operating Officer, Droga5

Suzanne Powers
Global CSO, McCann Worldgroup

Tamara Ingram
CEO, Worldwide, JWT

Tammy Fischer
Managing Director Specialized
Agencies, FCB Health

Tara DeVeaux
Chief Marketing Officer,
BBDO New York

Tasha Gilroy
Director of Inclusion and
Community, Y&R Global

Thas Naseemuddeen
Partner & CSO, Omelet

Tiffany Francis
Chief Talent Officer, 360i

Tiffany R. Warren
SVP, Chief Diversity Officer,
Omnicom Group and Founder &
President, ADCOLOR

Tiffany Rolfe
Partner & Chief Content Officer,
Co:Collective

Tina Manikas
President FCB/RED, FCB Chicago

Tonise Paul
President and CEO,
Energy BBDO Chicago

Tracy Lovatt
CEO, Batten & Co.

Traecy Smith
Director, 72U Los Angeles

Val DiFebo
CEO, Deutsch New York

Valerie Nguyen
Partner and Co-Head of Strategy,
Wolf & Wilhelmine

Vita Harris
Chief Strategy Officer, EVP,
FCB Global

Wanda Pogue
Chief Strategy Officer,
Saatchi NY

Wendy Clark
Global CEO, DDB Worldwide

**TIME'S UP™/ADVERTISING is proud to have our sisters from the following
industry organizations standing beside us:**

American Association of Advertising Agencies:

Marla Kaplowitz
President and Chief Executive Officer

Keesha Jean-Baptiste
SVP Talent Engagement and Inclusion

Alison Fahey
CMO

Margie Parker-Lamparillo
EVP Learning and Development/Strategic Partnerships

Tina Allen
SVP People and Culture

The Interactive Advertising Bureau:

Anna Bager
Executive Vice President of Industry Initiatives

and the entire TIME'S UP™ community of women in entertainment and beyond!