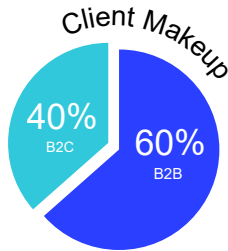
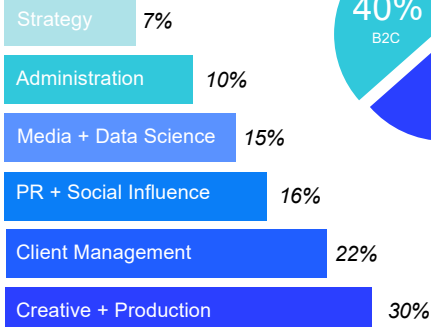


# broadhead.

We unite anthropology, data science + creativity to win the moments that matter.

## Agency Snapshot

### Staff Makeup



## AI-Powered Tech Platforms



Enterprise AI Platform



Data Science + Analytics Engine



Human-Centered Insights Network



Search Marketing Accelerator

## Client Experience

### Agriculture

AGCO  
Atticus  
Boehringer Ingelheim  
Cargill  
CHS  
Farm Credit  
GEA  
HELM Agro  
The Mosaic Company  
Purina  
TransOva  
UPL  
Wilbur-Ellis  
Zinpro

### Food + Beverage

Beech-Nut  
Bushel Boy  
California Almonds  
California Strawberries  
Cravings by Chrissy Teigen  
Driscoll's  
Good Foods Group  
good2grow  
JonnyPops  
Mini Melts  
MyBurger  
Trident Seafoods  
Wisconsin Cheese

### Health + Lifestyle

Abbott  
Basecamp Fitness  
Best Buy  
Cosmo  
The Good Clinic  
Great Clips  
Lifesource  
Marvin  
Mayo Clinic  
St. Jude Children's  
Research Hospital  
Takeya  
Target  
UnitedHealthcare

### Transportation | B2B

3M  
Black & Veatch  
Bridgestone | Firestone  
ChargePoint  
C.H. Robinson  
CoBank  
Collins Aerospace  
Cummins-Meritor  
Daimler Truck  
Freightliner  
Mips  
Norfolk Southern  
North Carolina Ports  
ThermoKing  
Thomas Built Buses  
Trane Technologies  
Ziegler Companies

## Leadership

Dean Broadhead  
CEO + Founder

BethBurgy  
President + Chief Client Officer

Stacey Davies  
Chief Financial Officer

Emilie Hitch  
Chief Strategy Officer

Maija Hoehn  
Chief Marketing Officer

Leigh Thiel  
Chief Operating Officer

Greg Dutton  
EVP, Creative

Rebecca Lunna  
EVP, Public Relations

Steve Renier  
EVP, Talent

Tony Booth  
EVP, Creative Operations

Jenn Hausman  
SVP, Media

Dan Mandle  
SVP, Data Science + Analytics



Turning passion into proof.  
Emotion into outcomes.

Fame Sport, a broadhead consultancy, helps brands engage with sports audiences by leveraging cultural insights and data-driven decision-making. ([famesportco.com](https://famesportco.com))

## Contact

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## Quick Facts

Founder-led  
Est. 2001  
145 Employees  
Independent  
21% Median Annual Growth  
3 Offices  
MPLS(HQ) | CLT | MKE

## Recognitions

