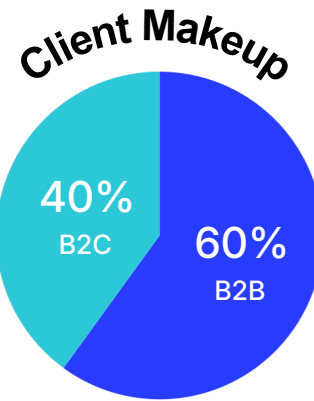
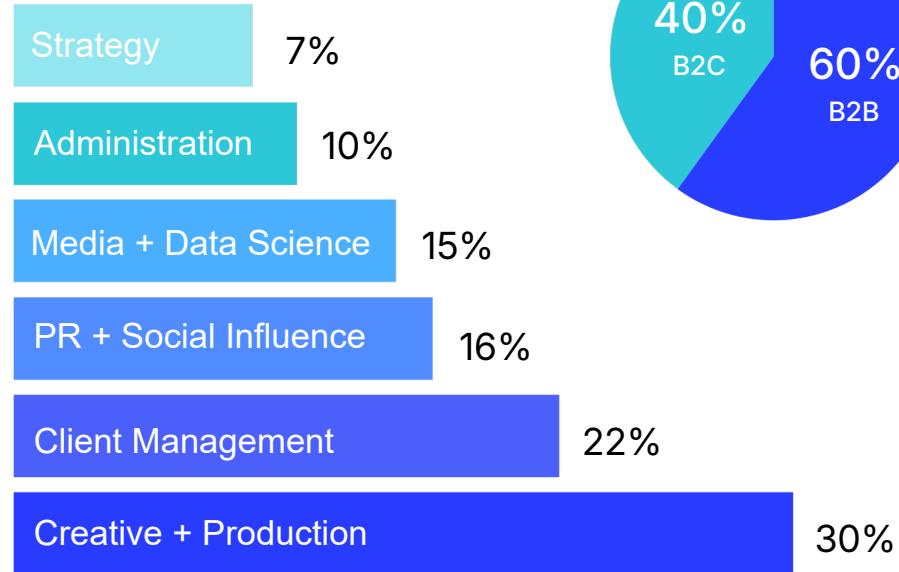


# broadhead.

A creative agency that combines anthropology + data to turn human truth into business proof.

## Agency Snapshot

### Staff Makeup



## AI-Powered Tech Platforms

**Butter**

Enterprise AI Platform

**Kaleidoscope**<sup>TM</sup>  
Data Science + Analytics Engine

**Prism**<sup>TM</sup>

Human-Centered Insights Network

**Searchlight**<sup>TM</sup>  
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  
My Burger  
Sunkist  
Trident Seafoods  
Wisconsin Cheese

### Health + Lifestyle

Abbott  
Basecamp Fitness  
Best Buy  
Cosmo  
DEWALT  
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  
Thermo King  
Thomas Built Buses  
Trane Technologies  
Ziegler

## Leadership

Dean Broadhead  
CEO + Founder

Stacey Davies  
Chief Financial Officer

Maija Hoehn  
Chief Marketing Officer

Leigh Thiel  
Chief Operating Officer

Rebecca Lunna  
EVP, Public Relations

Heather Lee  
SVP, Media

Beth Burgy  
President + Chief Client Officer

Emilie Hitch  
Chief Strategy Officer

Gil Muiños  
Chief Creative Officer

Tony Booth  
EVP, Creative Operations

Steve Renier  
EVP, Talent

Dan Mandle  
SVP, Data Science + Analytics

**fame**<sup>star</sup>  
sport

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. [www.famesportco.com](http://www.famesportco.com)

## Contact

Maija Hoehn  
Chief Marketing Officer  
[mhoehn@broadheadco.com](mailto:mhoehn@broadheadco.com)

[broadheadco.com/connect](http://broadheadco.com/connect)  
612.623.8000

## Quick Facts

Founder-led

Est. 2001

145 Employees

Independent

21% Median Annual Growth

3 Offices  
MSP | CLT | MKE

## Recognitions

**Inc. Best in Business**  
2x Honoree

**ADWEEK AI POWER FIFTY**

MINNEAPOLIS/ST. PAUL BUSINESS JOURNAL  
**FAST 50.**  
2x Honoree

**Inc. 5000**  
2x Honoree