
Made IS AN ADVERTISING AGENCY.

WE MAKE WORK

THAT  MAKES

★ AMERICAN JOBS. ★

— STRATEGICALLY —

DISRUPTIVE,

— CREATIVELY —

BRILLIANT

WORK

THAT 

HIJACKS, SUBVERTS OR REINVENTS PRODUCT CATEGORIES,

OR BETTER YET,

CREATES NEW ONES.

LEADERSHIP



DAVE SCHIFF

PARTNER / CHIEF CREATIVE OFFICER

Schiff was born to do this job. Seriously. Behind the crazy personality is a guy with a brilliant point-of-view when it comes to building brands and creating genre-disrupting work. He started his agency career at Crispin Porter + Bogusky where his unique talent and unbridled passion quickly led him up the agency ladder. After driving sales for clients like MINI Cooper, Molson and IKEA, he was promoted to Creative Director on Coke Zero and helped engineer the company's most successful new product launch in 25 years, with the beverage enjoying double-digit growth every quarter since launch. As VP/Executive Creative Director, he steered Under Armour's most effective new category launch to date, helping the brand gain an instant following in basketball, a sport where it had been a virtual unknown. When Schiff founded Made, he immediately captured the attention of national media. The agency has been featured in The New York Times, USA Today, Inc., Advertising Age, Esquire, Fast Company, Adweek, Los Angeles Times and Forbes. Last year, he was named one of 37 creatives most lusted after by rival agencies. We've tethered him to his chair.

LEADERSHIP



JOHN KIESELHORST

PARTNER / CHIEF DESIGN OFFICER

Calm. Smart. Nice. Funny. Talented. Respectful. The list goes on and on. It has to if you take on as much responsibility as John Kieselhorst. John has developed a diverse body of work as a Creative Director and Design Director for some of the most prestigious brand-building agencies in the country. His client roster includes high-profile brands like Domino's Pizza, Nike, Volvo, Kia Motors, Timberland, Jell-O, IBM, the One Club, Starbucks Coffee and ESPN. Prior to founding Made, John served as Executive Design Director at Crispin Porter + Bogusky, where he oversaw design work across all of the agency's accounts in its three North American offices. (Remember the list above?) John was also a visiting design instructor at the UCLA Dept. of Architecture, SCI Arc and CalArts. At Made, John's the perfect teacher, mentor and Chief Design Officer on every client we have. Of course he is.

LEADERSHIP



SCOTT PRINDLE

PARTNER / CHIEF TECHNOLOGY OFFICER

Sometimes the quietest guy in the office has the most important things to say. That's Scott Prindle. Scott spent 10 years as a developer and technology director at R/GA Interactive in New York City, where in addition to working on IBM and Ericsson, he led the development of innovative digital platforms, including Nikeid.com and other Nike properties. His arrival at Crispin Porter + Bogusky marked the beginning of the agency's expansion into the digital space where he helped lead the build-out of agency digital capabilities, including software development, emerging media innovation, mobile social, and digital strategy. He was instrumental in helping CP+B achieve Digital Agency of the Year three times in five years. I think it's safe to say Scott is respected wherever he goes. In fact, a former co-worker at Crispin said Scott was always the smartest person in the room. Maybe that's why he was recognized by Adweek as one of the industry's Top 10 Technologists in 2012. As a founder and Chief Technology Officer at Made, he leads the digital team in creating some of the most effective and most innovative technology in the industry. Basically, we listen to anything he's got to say.

LEADERSHIP



GRAHAM FURLONG

PARTNER / CHIEF STRATEGY OFFICER

Graham's extensive advertising background is evident every single day at Made. He has more than 12 years global strategic planning and marketing experience inside the most creative agencies in the world, driving business for brands like Windows, Adidas, MetLife and Citibank. Prior to Made, he directed strategy across the global Microsoft business at Crispin Porter + Bogusky, and back in the UK, he was Head of Digital and Innovation at JWT where he built a unique team of technologists and business leaders. It's no surprise that at the age of 23, Graham was identified by UK Marketing magazine as one of 30 rising stars under 30, and at 27, Sir Martin Sorrell, WPP's CEO, honored him as one of 50 young global leaders. As Made's Chief Strategy Officer, we count on Graham to lead the repositioning of every brand we touch. Graham also mentors students in the entrepreneurship class at Boulder Digital Works and insists upon maintaining a British accent at all times. We like to remind him that he was born in Seattle.

LEADERSHIP



XANDRA ESS

CHIEF OPERATING OFFICER

Very few agencies our size have a Xandra on staff. Come to think of it, very few agencies of any size have a Xandra on staff. She may be Made's Chief Operations Officer, but her law degree comes in handy when handling all business and legal affairs for our clients, including talent negotiations and contracting, third party asset licensing (music, stock footage, etc.), non-disclosure documents and intellectual property issues like copyrights, trademarks and patents. Xandra is a savvy industry veteran who handled the business affairs for digital, TV, out-of-home, print and experiential work for global brands like Burger King, Domino's Pizza and Applebee's. She likes to tell people she coined the phrase, "limited time offer."

LEADERSHIP



ALEX BOGUSKY

ADVISOR

Alex's career began twenty years ago when he joined Crispin and Porter Advertising as an Art Director, eventually becoming a partner and growing the agency to more than 1,000 employees, with offices in Miami, Boulder, LA, London and Sweden, and annual billings over \$1 billion. During Alex's leadership, CP+B became the world's most awarded advertising agency and the only agency to have won the Cannes Advertising Grand Prix in all five categories: Promo, Media, Cyber, Titanium, and Film. Alex was inducted into the American Advertising Federation's Hall of Achievement in 2002, and the Art Director's Club Hall of Fame in 2008. And, in 2010, he received the rare honor of being named "Creative Director of the Decade" by Adweek magazine. After CP+B, Alex spent his time helping companies and nonprofits by launching FearLess Revolution (a consultancy he created with his wife, Ana Bogusky) and COMMON (a collaborative network for rapidly prototyping social ventures under a unified brand).

LEADERSHIP



JEN CRUM

DIRECTOR OF ACCOUNT PRODUCTION

Few account people are as respected by both clients and creatives as Jen. As soon as you meet her, you'll understand why. As Made's Director of Account Production, Jen is the perfect combination of organization, creativity and intelligence. She began her career at Carmichael Lynch managing Harley-Davidson and Discover Boating. At Crispin Porter + Bogusky, Jen was an Account Supervisor who helped launch the Windows 7 "I'm a PC" campaign. Before working at Made on brands that help build jobs, she was a key player in the Global University Recruiting business for Microsoft, connecting people to jobs at Microsoft all over the world. After the pitch, the client said, "We hope the creative is good because we have to have Jen." True story. Jen spends her free time climbing the mountains of Colorado and volunteering on the Board of Directors at Global Works Travel, an organization that combines service and adventure travel.

CLIENTS



CAPABILITIES

STRATEGY

Brand Strategy

CRM Strategy

Interactions Planning

Start-Up Business Strategy

Market & Consumer Segmentation

Qualitative & Quantitative Research

Advertising Effectiveness

ADVERTISING & DESIGN

Advertising and Marketing

Traditional, Digital, Mobile, Tablet,

Social

Branding

Brand Platforms and Utilities

TECHNOLOGY

Web Application Development

Native Mobile Apps

Experience Design

Rapid Prototypes

Emerging Technology Research

Large-scale Enterprise Integration

Software Quality Assurance

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