



wcg twist pure sentient marketeching



Who we are

W2O is a privately held marketing communications firm built on insight integration. We have grown from our inception in 2001 to over 550 people in 12 offices across the US and Europe.

Recognition

Agency awards: 2016 Midsize Agency of the Year (Holmes Report), 3x Digital Agency of the Year (Holmes Report), Best Live Event for W2OatSXSW (SABRE), Top 10 Healthcare Agency (MM&M), 8x Fastest-Growing Private Companies in America (Inc. 5000)

Campaign awards: Silver in Best Use of Direct Marketing & Best TV Advertising Campaign for LAP-BAND's "It Fits" (MM&M), Silver for Western Digital's "Keep It Personal" (Ogilvy/ARF), Best PSA for Sanofi's "Flu + You" (PR News), Best Smart Phone App for Merck Serono's Saizen (Creative Floor Awards), Best Use of Analytics for Social Media for Crystal Geysers's Tejava (Holmes Report)

Personal recognitions: Jim Weiss named a Top 50 Health Influencer by MM&M, Bob Pearson inducted into PR News Hall of Fame, Seth Duncan named an Innovator 25 (Holmes Report), Jennifer Gottlieb and Annalise Coady named Champions in PR (PR Week)

What we do

We build unfair advantage for brands. How? By following data that matters and getting to the point. Most data is noise. It takes a special kind of expertise, science and intuition to "follow the *right* data." The kind that tells you who your audience really is, what matters to them, and where you can fit in their lives. Then you can shape your story—and your offering—so your brand becomes more relevant and more valuable, because that, after all, is the point. There's our blueprint: unearth transformative insights and strategy to align audiences, craft narratives, activate experiences and continually measure performance.

Our services

- Analytics
- Creative
- Engagement
- Strategy

Leadership



Jim Weiss
Founder & CEO



Jennifer Gottlieb
Chief Client Officer



Bob Pearson
Vice Chair & Chief Innovation Officer



Richard Neave
Chief Financial Officer



Eric Bacolas
Chief People Officer

Aaron Strout
Chief Marketing Officer

Gary Grates
Principal

Adam Cossman
Chief Digital Officer

Andrea Johnston
President, Pure

Kevin Johnson
President, Marketeching

Mary Corcoran
President, Twist Mktg

Annalise Coady
President, EMEA

Seth Duncan
Chief Analytics Officer

Paulo Simas
Chief Creative Officer

Greg Matthews
Founder, MDigitalLife

Anita Bose
Head of Client & Business Development

Angela Gillespie
Chief Strategy Officer, Global MedTech Practice

