



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 650 people and 13 offices across the US and Europe.

Recognition

Agency awards: 2018 Large Agency of the Year Finalist (Holmes Report), 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), 9x Fastest-Growing Private Companies in America (Inc. 5000)

Campaign awards: Best Use of Relationship Marketing Finalist for Cardinal Health (MM&M), Bronze for Galderma's "Cool Kids" (Ogilvy/ARF), Best PSA for Sanofi's "Flu + You" (PR News), Best Smart Phone App for Merck Serono's Saizen (Creative Floor Awards), Best Marketing Technology for W2O Socialgraphics (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 named to PR Week's Hall of Femme, Annalise Coady featured in PR Week UK's Power Book, Kevin Johnson and Greg Matthews named a Top 10 Innovation Catalyst by MM&M.

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. Here'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

Annalise Coady
President, EMEA

Adam Cossman
Chief Digital Officer

Kevin Johnson
President,
W2O marketing

Angela Gillespie
President,
W2O wcg

Mary Corcoran
President,
W2O twist

Andrea Johnston
President,
W2O pure

Gary Grates
Principal

Seth Duncan
Chief Analytics
Officer

Paulo Simas
Chief Creative
Officer

Anita Bose
Head of Client
& Business
Development

Aaron Strout
Chief Marketing
Officer

Emily Poe
Global Practice
Leader, Healthcare
Communications