



AGENCY FACT SHEET

BACKGROUND

Customer data is only valuable when you know how to use it. For two decades, The Lacek Group has been at the forefront of analyzing data and rooting out the key insights needed to design and optimize highly successful CRM, loyalty and advertising/marketing programs for our clients. We're highly analytic. (Some might call us "data whisperers.") We're exceptionally creative. And we pride ourselves on long, happy and mutually beneficial relationships with our clients. We've had people call us the Agency of the Future – which strikes us as a little ironic since we've been working this way for a long, long time.

OWNERSHIP

Founded in 1993, The Lacek Group has been a specialty practice of Ogilvy & Mather – the world's most respected agency network – since 2000.

AGENCY LEADERSHIP

- Bill Baker, President and Managing Partner
- Dan Knudsen, Managing Director, Client Services and Managing Partner
- John Jarvis, Managing Partner, Chief Creative Officer
- Julie Bustos, VP, Interactive and Information Services
- Chris Hoffman, VP, Human Resources and Corporate Communications
- Ruth Kranick, VP, Finance and Accounting

CLIENTS

We provide complete, end-to-end CRM, loyalty solutions and brand advertising and marketing for clients in the travel, health sciences, retail, gaming, automotive, business-to-business, agricultural, entertainment, and broadcasting categories.

Current clients include:

- Alamo Rent A Car
- American Family Insurance
- Ameriprise Financial Services
- Carnival Cruise Lines
- DuPont Crop Protection
- DuPont Pioneer
- Enterprise Rent-A-Car
- Ford Motor Company
- National Car Rental
- Starwood Hotels and Resorts
- United Airlines
- US Bank

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"THE PURSUIT OF EXCELLENCE IS LESS PROFITABLE THAN
THE PURSUIT OF BIGNESS, BUT IT CAN BE MORE SATISFYING."

