

JOANNE DAVIS
President – Joanne Davis Consulting
Joint-Venture Partner

Joanne Davis founded Joanne Davis Consulting, Inc. in 2000. The consulting firm specializes in agency search and compensation management, client agency optimization and client training. Joanne and her firm has had successful and ongoing client relationships with no fewer than 25 of the Fortune 500 including ExxonMobil, Pfizer, IBM, Citigroup, Office Depot, Fortune Brands, Kraft, Dow, Guardian Life insurance, Bristol Meyers Squibb, Johnson and Johnson and others.

In 2005, Joanne Davis Consulting became a shareholding partner in SCAN International. *The firm entered into a joint-venture partnership with Bob Wolf Partners/TPG at the beginning of 2012 for the purpose of sharing industry benchmark data, developing proprietary research and products, and providing better geographic coverage across the U.S.*

A popular speaker and writer, Joanne speaks regularly for the ANA (Association of National Advertisers) and for multinational groups such as the Festival of Media (Venice) and the IAA World Congress (Moscow). She was invited to join the ANA faculty where she has been conducting workshops on Client/Agency Relations Optimization and Compensation since 2004.

Her publications include "Optimizing Client/ Agency Relations," "Best Practices for Agency Audits" and "A Marketer's Guide to Best Practices and Processes for Finding a New Agency."

Prior to founding Joanne Davis Consulting, Joanne spent 20 years as either an agency owner, President, Board member or in management in domestic and international advertising and marketing communications agencies. Her first consulting engagement was serving as Acting CMO for the US Department of Defense for 18-months.

She is on the Board of Directors of the Advertising Club and the Executive Committee. She also serves on the Advisory Board of The Three Tomatoes. She was selected by the Advertising Age as one of the "25 Women to Watch" in the first year of the awards program.