

COLE HARTMAN
SENIOR VICE PRESIDENT, MARKETING
INTER/MEDIA GROUP OF COMPANIES

After earning his Psychology degree, Cole Hartman wanted to become a veterinarian with the long term goal of breaking the language barrier between cetaceans and humans. He applied to ten vet clinics, and one advertising company. The ad people called first, and serendipity struck. Cole has spent the last 12 years leaving a mark on the marketing communications industry.

Cole quickly rose through the ranks of the largest media buying agencies in the U.S. - Western International Media and Initiative Media - fast-tracked by management through the client services and media planning departments before moving into business development and client strategy.

In 2000, he launched Initiative's Media Technology Lab, the foundation of the IPG Emerging Media Lab. In 2001 *Adweek* named him as having one of the 'Five Coolest Jobs in Advertising' because of his leadership with evolving media technology.

His career weaved through a handful of PR, creative and media-focused agencies as Cole was focused on developing as much business experience as possible – Rogers & Associates, Woo Agency, Carat, Horizon Media, and Inter/Media Advertising. Along the way he shaped communications strategy for clients such as Disney, Gateway Computers, Baskin-Robbins, banks, fuel companies, packaged goods, religions, health products, video games and more. Working closely with advertisers, Cole has developed innovative communications programs that include product placement, integrated content, custom content and viral programs that have brought clients to a successful marketing outcome time and time again.

One of his passions has been social-marketing. His very first client assignment was for the California Dept. of Boating and Waterways, for a public safety campaign reminding people about safe boating practices. He has since worked on teen pregnancy prevention, breast cancer awareness, early childhood development, preschool promotion, healthy eating habits for prevention of disease, and one of the most successful anti-smoking campaigns in history, created by the state of California's Health and Human Services department.

Cole currently serves as SVP, Marketing for Inter/Media Advertising., the largest response driven media planning and buying agency in the United States with media billings nearing \$500 million. He also sits on the board of the Advertising Industry Emergency Fund. He lives in Los Angeles with his wife Tiffany and his 3-year old daughter Dagny, who makes dad proud by studying martial arts.