

Hey, Sisters, we know.

At the end of January, a small group of us came together to talk about what was going on in the industry and in our offices and what we could do about it. That long night turned into more meetups and phone calls, and hundreds of emails. Many hundreds of emails. Along the way we have grown from 14 women to 180.

We had a lot of questions. We questioned ourselves and each other, and we shared and heard stories that made us both sad and hopeful. As representatives of both independent and holding company agencies, we saw that we had a lot of different processes and procedures that were designed to help but aren't enough on their own.

We don't for a minute believe we found all the answers. We found some. You've searched and found them too. The answers are there; they just need to be picked up and realized. Answers need to be acted on.

As women in senior leadership positions in advertising, we've agreed that we have the power to change this business we love until it looks more like the industry we want to lead.

As leaders, it's on us to foster a workplace where people are challenged but still respected.

Sexual harassment is not OK. Never. No exceptions. No amount of talent, missed cues, or being great in the room unchecks the No Sexual Harassment box.

Old power dynamics are a lot of the problem. Power that blurs the lines between what you get to do/have/touch/ask for/expect and what you don't. It's time to talk candidly about the responsibility that comes with power.

We look at the lack of diversity in this group of women and see the long-term effect of power structures that encouraged some of us to rise but held others back. We see you. We see your talent. We see the gap. We want share of voice and share of power, for everyone.

As we build on the determination of the women and like-minded men in our industry and the agencies who have stepped forward, we're stepping forward too.

**Time's up, advertising.
Time's up on sexual harassment.
Time's up on lack of representation.
Time's up on inequity.
Time's up on silence.**

timesupadvertising.com

TIME'S UP™ is organizing as a global force for business reform across industry categories. To us, a commitment to reform represents common ground where we can gather in optimism and move forward, together. We're proud to be the first new industry vertical to formally align with this group and its intentions.

TIME'S UP™/ADVERTISING's mission is to drive new policies, practices, decisions, and tangible actions that result in more balanced, diverse, and accountable leadership; address workplace discrimination, harassment, and abuse; and create equitable cultures within our agencies.

Bring your voices. We need you.

To kick things off, we'll hold community gatherings on May 14 in New York, Los Angeles, San Francisco, and Chicago. We will also create an online forum for reach beyond major cities. Our goal is real change. We think the best first step in this process is talking face to face with you. Together, we'll draw the rest of the road map, which should include:

ACTION: Commit to creating solutions that work, starting with examining the processes and policies that have failed us.

ACTION: Identify and mentor people representing diversity across the board and who are ready to become agency leaders.

ACTION: Adoption of progressive agency training and education that brings this discussion and its solutions out into the open in our agencies.

We'll post our goals and progress at timesupadvertising.com. Like our TIME'S UP™ sisters, we remain committed to holding our own workplaces accountable and pushing for swift change. Our companies should be safe and equitable spaces for all.

If you run an advertising agency and would like to commit to our actions to create policy change, contact us. If you would like to support and stand with us, please consider a donation to the TIME'S UP™ Legal Defense Fund, which will help defray legal and public relations costs in select cases for those who have experienced sexual harassment or related retaliation in the workplace.

In solidarity,

Your advertising sisters

Signed,

TIME'S UP™/ADVERTISING comprises more than
180 senior female agency CEOs, CCOs, and CSOs, including:

Aarti Thiagarajan
Managing Director,
Mother New York

Abbey Klaassen
CMO, 360i

Alicia McVey
Co-Founder & CCO, Swift

Alyson Warshaw
Chief Creative Officer,
Laundry Service

Ambika Pai
Partner and Co-Head of Strategy,
Wolf & Wilhelmine

Amie Miller
Chief Talent Officer,
TBWA\Worldwide

Amy Armstrong
US CEO, Initiative

Amy Avery
Chief Intelligence Officer, Droga5

Amy Hellickson
Managing Director,
Laundry Service

Amy Winger
Chief Strategy Officer, VML

Amy Worley
Chief Connections Officer, VML

Ana Bermudez
VP/Managing director,
The Community

Andrea Cook
President, FCB/SIX

Andrea Diquez
Chief Executive Officer,
Saatchi & Saatchi NY

Angela Johnson
President,
mccarrybowen New York

Angie Hannam
Global Chief Talent Officer,
R/GA

Bella Patel
EVP, Chief Talent Officer,
FCB Chicago

Beth Wade
Global CMO, VML

Billie Smith
*Director of Talent Management &
HR Operations,* Leo Burnett

Bonnie Wan
*Director of Brand Strategy &
Partner,* Goodby, Silverstein
& Partners

Britt Hayes
Chief People Officer,
DDB North America

Candice Hahn
VP, Managing Director,
R/GA Austin

Carla Serrano
Chief Strategy Officer, Publicis
Communications & CEO, Publicis
New York

Carmina Drummond
Chief Culture Officer,
The Martin Agency

Cathy Butler
CEO, Barbarian

Chloe Gottlieb
EVP, CCO, R/GA

Christine Chen
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Strategy & Partner,* Goodby,
Silverstein & Partners

Christine Prins
Chief Marketing Officer,
Saatchi & Saatchi NY

Cindy Curry
CFO, Energy BBDO Chicago

Claudia Valderrama
CFO, Wieden+Kennedy

Colleen DeCourcy
Global CCO, Wieden+Kennedy

Corinna Falusi
CCO & Partner, Mother

Crystal Rix
Chief Strategy Officer,
BBDO New York

Cynthia Augustine
Global Chief Talent Officer,
FCB

Daisy Expósito-Ulla
Chairman/CEO,
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Dana Maiman
President & CEO, FCB Health

Dana Mansfield
Chief Talent Officer,
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Debby Reiner
CEO, Grey NY

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*EVP, Global Chief Cross
Cultural Officer,* Universal
McCann & Identity

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President, McCann

Donnalyn Smith
President, North America
Momentum Worldwide

Eileen Kiernan
Global President, J3

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SVP Strategy, Partner, Sid Lee

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72andSunny*

Elyssa Phillips
Global Chief of Staff, FCB Global

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*Director of Client Services,
Johannes Leonardo*

Emma Montgomery
CSO, Leo Burnett Chicago

Erica Grau
COO, Deutsch New York

Erica Hoholick
President, Phenomenon

Erica Schmidt
*EVP, Managing Director, NA
Cadreon*

Erin Riley
*President, TBWA\Chiat\Day
Los Angeles*

Evin Shutt
*Chief Operating Officer &
Partner, 72andSunny*

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President, Weber Shandwick

Heide Gardner
*SVP Chief Diversity & Inclusion
Officer, New York (Corp) IPG*

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Founder, Wolf & Wilhelmine

Heidi Hovland
CEO, DeVries Global

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Helene Leggatt
*President,
DDB Canada Edmonton*

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Joan Creative*

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Chief Creative Officer, FCB West

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72andSunny Los Angeles*

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Leo Burnett*

Kim Getty
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President & CEO, BBDO NY

Kris Kiger
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CEO, Martin

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TBWA\Chiat\Day Los Angeles*

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TBWA\Worldwide*

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FCB New York

Liz Taylor
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Liz Valentine
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President, Universal McCann

Lynne Reilly
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Universal McCann

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Nancy Crimi-Lamanna
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Chief Digital Officer,
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DDB Canada Vancouver

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Renetta McCann
Chief Talent Officer, Leo Burnett

Rhea Hill
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72andSunny

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BBDO Atlanta

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Sally-Ann Dale
Chief Creation Officer, Droga5

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Publicis Groupe

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President, N.A., Weber Shandwick

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CEO, 360i

Sarah Thompson
Global & New York CEO, Droga5

Sarah Watson
Chairman & CSO, BBH NY

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FCB Toronto

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SVP / ECD,
Jack Morton (Chicago)

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Tiffany R. Warren
SVP, Chief Diversity Officer,
Omnicom Group *and Founder &*
President, ADCOLOR

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Co:Collective

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Valerie Nguyen
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Wolf & Wilhelmine

Vita Harris
Chief Strategy Officer, EVP,
FCB Global

Wanda Pogue
Chief Strategy Officer,
Saatchi NY

Wendy Clark
Global CEO, DDB Worldwide

TIME'S UP™/ADVERTISING is proud to have our sisters from the following industry organizations standing beside us:

American Association of Advertising Agencies:

Marla Kaplowitz
President and Chief Executive Officer

Keesha Jean-Baptiste
SVP Talent Engagement and Inclusion

Alison Fahey
CMO

Margie Parker-Lamparillo
EVP Learning and Development/Strategic Partnerships

Tina Allen
SVP People and Culture

The Interactive Advertising Bureau:

Anna Bager
Executive Vice President of Industry Initiatives

and the entire TIME'S UP™ community of women in entertainment and beyond!