

VOL. 0-01
Q. 0-03

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CONFIDENTIAL

**GERTRUDE
INC.**

YOUNG ADULT NINJA MASTERS

WORLDWIDE

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GERTRUDE INC.

YOUNG ADULT NINJA MASTERS UNMASKED

GERTRUDE is made up of 37 Young Adult Ninja Masters skilled as architects, art directors, copy-writers, planners, designers, musicians, travelers and generally curious beings across three cities in three countries on this one magnificent planet. This handbook is an introduction to a few of GERTRUDE's Young Adult Ninja Masters. We hope you enjoy getting to know us.

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STEALTH

SMART

THOROUGH



CARING

OUR BRAND PROMISE

VICIOUS

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G
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West Loop 

**Chicago,
Illinois 60612**

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CHICAGO

GERTRUDE, INC. 1659 WEST OGDEN AVENUE, SECOND FLOOR, CHICAGO, ILLINOIS 60612
312-243-6400

OCCUPIED BY:

PLANNING - 1 -

ACCOUNT MANAGEMENT - 3 -

MEDIA BUYING - 1 -

CREATIVE - 12 -

Represents all CHI-based GERTRUDE, G-SPOT *FILMS* and G-SPOT *Mobile* active staff.100169-

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NAME -

Otis D. Gibson

POSITION AT GERTRUDE -

Founder, Chief Creative Officer

**TRAINED IN -
YEARS ACTIVE -**

Architecture, Art Direction, Copywriting

20

BRANDS EXPERIENCED -

**Absolut Vodka, adidas, American Express,
Coca-Cola, Disney, Kellogg's, Kraft,
L.A. Gear, MTV, McDonald's, The U.S. Army**

OTIS D. GIBSON UNMASKED

Otis has worked at some of the most respected advertising agencies in the world and is at the forefront, pioneering GERTRUDE's young adult focused (18-35) strategic, creative and executional development.

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NAME - Heather Knapp

POSITION AT GERTRUDE - Managing Director, Director Client Services

TRAINED IN - Art History, Sociology/Anthropology
YEARS ACTIVE - 10

BRANDS EXPERIENCED - Absolut Vodka, Disney, General Motors, Kellogg's, L.A. Gear, MillerCoors, Proctor & Gamble, Virgin

HEATHER KNAPP UNMASKED

As GERTRUDE's Operations and Account Management front line, Heather brings years of strategic business leadership to GERTRUDE—backed by time-tested experience in nurturing relationships, stretching client investments, and building and implementing strategic plans with a tireless eye to flawless, on-time execution and delivering undeniable results.

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NAME -

Stephanie Powell

POSITION AT GERTRUDE -

Art Director

**TRAINED IN -
YEARS ACTIVE -**

Advertising, History, Psychology

1

BRANDS EXPERIENCED -

Apartments.com, Binaca,
Fox Reality Channel

STEPHANIE POWELL UNMASKED

In addition to delivering smart and innovative art direction for GERTRUDE's clients, Stephanie ensures that all GERTRUDE communications capture the look and feel of the brand throughout, implementing her knowledge and skill across online, print, TV and non-traditional media.

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NAME -

Kevin Orsini

POSITION AT GERTRUDE -

Copywriter

**TRAINED IN -
YEARS ACTIVE -**

Advertising, Math

2

BRANDS EXPERIENCED -

Apartments.com,
Chicago White Sox, L.A. Gear,
McDonald's, Microsoft

KEVIN ORSINI UNMASKED

Trained and operating as a writer, Kevin also utilizes his web skills to undertake interactive program development for GERTRUDE and GERTRUDE's clients. Offering a dynamic range of abilities, Kevin is capable of taking on whatever role or responsibility is required.

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NAME -

Sarah Stickles

POSITION AT GERTRUDE -

Art Director

TRAINED IN -

Graphic Design, Business

YEARS ACTIVE -

1

BRANDS EXPERIENCED -

Binaca, Fox Reality Channel, L.A. Gear

SARAH STICKLES UNMASKED

With an art direction style that is informed by a broad range of influences, from classic posters to modern fashion to Perez Hilton, Sarah delivers work for GERTRUDE's clients that creates an innovative visual stimulation—building, developing and nurturing brands, and allowing them to grow and reach their full potential.

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NAME -

Zina Simonaitis

POSITION AT GERTRUDE -

Art Director

TRAINED IN -

Graphic Design

YEARS ACTIVE -

2

BRANDS EXPERIENCED -

Apartments.com, Binaca,
Fox Reality Channel,
L.A. Gear, Microsoft, Reliant Energy

ZINA SIMONAITIS UNMASKED

As a Young Adult Ninja Master, Zina is always up on the latest trends, tools and technologies in the world of art and design, applying her skills and abilities to the development of cutting-edge web, TV, radio, posters, print and packaging for GERTRUDE's clients and the agency.

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NAME -

Peter Toutant

POSITION AT GERTRUDE -

Copywriter

TRAINED IN -

Literature

YEARS ACTIVE -

1

BRANDS EXPERIENCED -

Binaca, Fox Reality Channel

PETER TOUTANT UNMASKED

In addition to writing copy for GERTRUDE's clients, Peter is curator for GERTRUDE's blog, keeping "Ninja News 'Daily'" updated with the agency's thought pieces, recent work and news of awards/recognition GERTRUDE receives. Peter draws on many interests, from t-shirts and sneakers to vintage bikes.

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312-243-6400



NAME -

Peter Kliefoth

POSITION AT GERTRUDE -

Copywriter

**TRAINED IN -
YEARS ACTIVE -**

Communications, Business

1

BRANDS EXPERIENCED -

Fox Reality Channel,
L.A. Gear, Microsoft,
Reliant Energy

PETER KLIEFOTH UNMASKED

GERTRUDE's voice for the press and award shows, Peter applies his skills as a writer of advertising copy to developing the GERTRUDE press releases—carrying GERTRUDE's straight-talking manner over to the agency news with sharp, creative and effective messages for the GERTRUDE's brands.

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LONDON

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+44(0)207 837 1122

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PLANNING - 1 -

ACCOUNT MANAGEMENT - 5 -

MEDIA BUYING - 1 -

CREATIVE - 2 -

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NAME -

Kate Parker

POSITION AT GERTRUDE -

Director, Business Development-EU

TRAINED IN -

Business, Economics

YEARS ACTIVE -

15

BRANDS EXPERIENCED -

adidas, Orange Mobile,
Selfridge, Stolichnaya Vodka, Virgin

KATE PARKER UNMASKED

An avid traveler with a penchant for building winning relationships, Kate is the anchor of GERTRUDE's London office, where she oversees new business operations throughout Europe. With a background in finance and business administration, Kate's direct yet nurturing approach consistently yields new business results—keeping GERTRUDE London at the top of its game.

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212-431-5100

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MEDIA BUYING - 1 -

CREATIVE - 5 -

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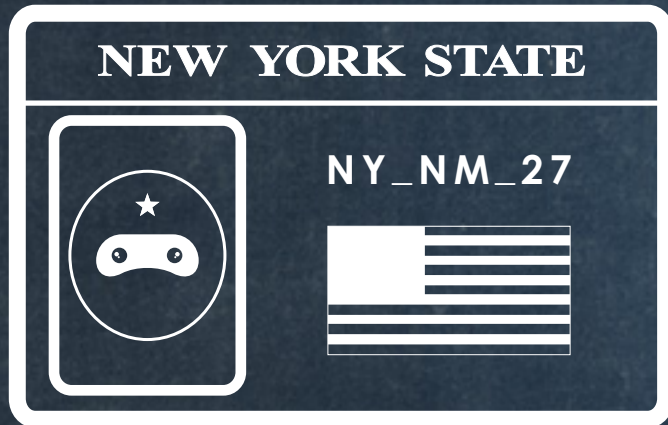
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NAME - Alan Syms

POSITION AT GERTRUDE - Director, Business Development-NYC

TRAINED IN - Business, Marketing
YEARS ACTIVE - 17

BRANDS EXPERIENCED - American Express, Church and Dwight, IBM, Pepsi, UPS

ALAN SYMS UNMASKED

Alan brings his years of new business and strategic planning leadership to GERTRUDE's New York office. With a wealth of experience grounded in agency and account management, as well as business development, Alan is a jack of many trades whose expertise across operations, brand strategy and new client acquisition has taken him to positions across the U.S. and Europe.

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BUSINESS INQUIRIES

FOR FURTHER INFORMATION, PLEASE CLICK HERE:

OTIS.GIBSON@GERTRUDEINC.COM

OR CLICK THE LINK BELOW TO VISIT US ONLINE AT:

GERTRUDEINC.COM

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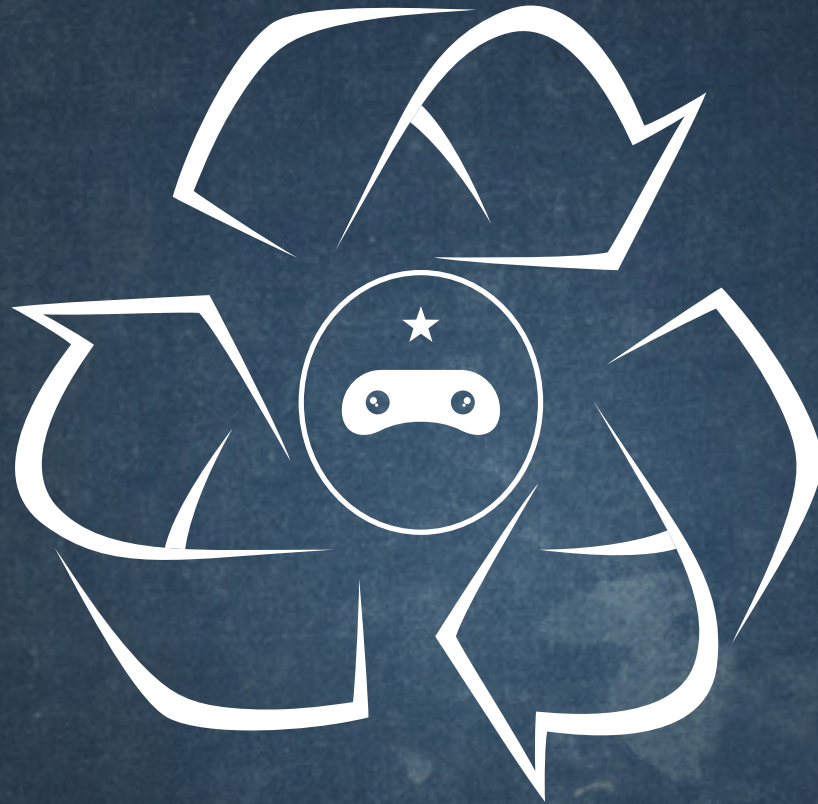
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