













# Top 100 Marketing & Advertising Influencers in Louisville

The marketing and advertising community in Louisville includes professionals from agency and corporate environments, as well as nonprofit organizations. The “Influencers” represented on this list are notable not only for their successful efforts in building their organizations and shaping brands, but also for the impact they have on our local community.

So how does Insider Louisville measure influence? Using our Insider 502 platform, our team of researchers curates and mines data from publicly available business

intelligence resources to identify those who are making a significant mark. Founding a company and getting involved in community endeavors are factors that weigh heavily on an individual’s ranking. Other variables considered range from leadership roles to board affiliations to social media presence.

Our research team is constantly updating our data and certifying new profiles. Are you among Insider 502’s most influential? Visit [Insider 502](#) to view more than 4,000 unique profiles.

- 1**  **Lesa Seibert**  
CEO, Mightily
- 2**  **Todd Spencer**  
CEO, Doe-Anderson
- 3**  **Stephen Reily**  
Managing Director, IMC
- 4**  **Ben Ruiz**  
CEO, Adhawks Advertising & Public Relations
- 5**  **Tonya York Dees**  
CEO, York Management
- 6**  **Debbie Scoppechio**  
Founder, Scoppechio
- 7**  **Jason Falls**  
Partner, Conversation Research Institute
- 8**  **Chris Nation**  
Director, Q The Agency
- 9**  **Jill Bell**  
CMO, Passport Health Plan
- 10**  **Henrietta Pepper**  
President, The Pepper Group



Click the names of influencers to see their complete Insider 502 profiles.

“I learned about giving back from my father, Conley McDavitt, who served in public office for more than 50 years. He impressed upon me the importance of supporting the community. For me, as a business leader, making Louisville a better place to live is what it’s all about.”

— Lesa Seibert, Chief Executive Officer at Mightily

## Did You Know?


- 14 companies and organizations founded by the Top 10
- 32 community board positions represented by the Top 10
- 8 graduates from Leadership Louisville Center
- 7 members of Advertising Federation of Louisville







## Top 100 Marketing & Advertising Influencers in Louisville


**11**  **Cyndi Masters**  
CEO, DBS Interactive


**16**  **Christy Belden**  
Director, Norton Healthcare

**12**  **Dana Allen**  
CMO, Norton Healthcare

**17**  **Stacy Griggs**  
President and CEO, El Toro


**13**  **Rachel Dickey**  
Director, Weber Rose

**18**  **Suzanne Ruark**  
Director, One Southern Indiana

**14**  **Shawna Burton**  
VP, Greater Louisville, Inc. (GLI)

**19**  **Miguel Hampton**  
CEO, F5 Enterprises

**15**  **John Hayes**  
CMO, Brown-Forman

**20**  **David Nichols**  
CMO, Mint Julep Tours

Of Louisville's Top 100 Marketing and Advertising Influencers, did you know?



27 are business owners



11 are chief marketing officers



1 is a former professional football player

**21** **Jane Pfeiffer**  
Owner, Fieldtrip

**26** **Melissa Richards-Person**  
VP, Papa John's International, Inc.

**22** **Mark Palmer**  
Founder, OOHology

**27** **Joey Wagner**  
Partner, Boxcar Public Relations

**23** **John Birnsteel**  
COO, Doe-Anderson

**28** **Gwen Cooper**  
CMO, Hosparus

**24** **Laura Petry**  
Director, Brown-Forman

**29** **Patrick Armstrong**  
President, Kentucky Derby Museum

**25** **Toni Clem**  
President and COO, Scoppechio

**30** **Candace Jaworski**  
President, Baldwin Marketing







