

Trenzio Turner

(512) 658-8319 • trenzioturner@gmail.com • linkedin.com/in/trenzioturner • trenzioturner.com

Proven leader with over 20 years of continual advancement and effectiveness building value for clients. Sharpened talents by partnering with a wide range of brands to development purposeful solutions, with an emphasis on relationship-building, operations and strategic skills. Confident decision maker and effective communicator, adept at negotiating, motivating and inspiring others with empathy-based leadership.

EXPERTISE

Leadership Development	Behavioral Economics	Contract Management and Negotiations
Agency Operations and Design	Strategic Planning and Implementation	Partner Relationship Management
Public Speaking	People Management	Inclusive and Diverse Messaging
Creative Production	Hiring and Coaching	Interpersonal Communications

CLIENTS

AARP	Chevrolet	Match.com
Austin Independent School District	Dell Technologies	MINI USA
AT&T	Kentucky Fried Chicken	United States Air Force
Brinker International	Lennox Industries	United States Tennis Association

HIGHLIGHTS

AGENCY OPERATIONS AND GROWTH

- Executed the vision for 65% of agency revenue over 10 consecutive years
- Designed and led cross-functional agency structure, doubling billings to \$111MM
- Led contract negotiations growing revenue 20% (YOY) for 8 consecutive years
- Fostered largest-ever staff expansion; from team of 42 to 94 within 4 years
- Launched *Behavioral Science Lab* as board member and investor
- Established agency's business development best practices and value-based pricing

STRATEGIC PLANNING AND IMPLEMENTATION

- Cultivated integrated programs through "test and learn" strategies, connected consumer experiences and ongoing optimization
- Implemented comprehensive research strategies, yielding YOY share gains and award-winning creative
- Expanded planning depth to deliver progressive insights and business solutions for C-level clients
- Enhanced agency's strategic approach by integrating behavioral economics into the overall framework
- Developed *The Why Initiative*, a think tank summit that explores the role of behavioral science in today's marketplace

EXPERIENCE

MCCOMBS SCHOOL OF BUSINESS, UNIVERSITY OF TEXAS — Austin, TX January 2021 – Present

Director of BBA (Undergraduate) Student Experience:

- Explore and enhance student experience opportunities for the business school's undergraduate programs

Director of Diversity, Equity and Inclusion for BBA Programs:

- Bolster and oversee community engagement for all undergraduates in the school of business
- Work with cross-functional partners to enhance and support the student ecosystem
- Manage the college's compliance and education needs related to legislative changes

Marketing Lecturer:

- Developed *The Role of Marketing in Societal Bias* course for graduate students
- Designed the University's first personal branding/NIL (Name, Image and Likeness) course for student-athletes

PROGRESS CONFIRMED, LLC — Austin, TX

July 2019 – Present

Chief Empathy Officer

Providing consultation services in the following areas:

- Advertising agency operations, brand and messaging strategy
- Inclusion, Equity & Diversity guidance
- Speaking engagements

AUSTIN PBS — Austin, TX

November 2021 – June 2022

Co-Host

Co-Host of *ATX Together: The Engage Series*

- Bringing diverse, vital voices together to seek solutions on issues that matter to our community

WUNDERMAN THOMPSON ADVERTISING — Austin, TX

November 2020 – April 2021

VP/Client Services

- Lead executive for business development and oversight of client services
- Established departmental vision, structure and workflow parameters across the agency
- Incorporated project management to enhance output and build continuity

EVP/Partner:

- Agency principal with oversight of business development, client service and agency operations
- Responsible for client relationship management, negotiating agency agreements, bolstering agency structure and developing the overall strategic approach for the company

SVP/Group Account Director:

- Lead executive for business development and oversight for client services
- Managed agency contract negotiations and governance for large-scale accounts
- Established workflow parameters and on boarding for client/agency relations

VP/Account Director:

- Responsible for agency revenue growth and portfolio development
- Managed and designed cross-functional structure, workflow throughout the agency
- Foster alignment for client strategic objectives and agency growth/development goals

Account Director:

- Team leader, responsible for account growth and campaign development (brand, product and direct response)
- Responsible for KPI performance, benchmarking across all channels

Account Supervisor/Senior Account Executive:

- Led day-to-day account operations and management
- Responsible for maintaining the creative production process, account strategy and workflow

GSD&M ADVERTISING — Austin, TX

May 2000 – March 2005

Account Manager:

- Directed various projects for in-store and external materials, supervised radio, print and interactive production

Assistant Account Manager:

- Collaborated with account supervisor on day-to-day account operations including internal communications, competitive insights and client presentations

Media Planner:

- Managed and developed, local and national media strategies across various media channels

Assistant Media Planner:

- Supported planner and supervisor by maintaining budgets, reporting and leading competitive research

EDUCATION

B.B.A., Marketing, Tarleton State University (Stephenville, TX)

May 2000

RECOGNITION

- EY Amplify Award for Inclusive Classroom Design, 2022 & 2023
- Leadership Austin Essential Graduate, 2017
- AAF Mosaic Award, Best Multicultural Advertising Campaign, 2016 & 2009
- Greater Austin Black Chamber of Commerce, Small Business of the Year, 2014
- Driven Volume III, Who's Who for African American Achievement in the Automotive Industry, 2013
- U.S. Black Chamber of Commerce, Top Business Leadership Award, 2012
- Black Enterprise, Agency of the Year, 2009
- Ebenezer Baptist Church, Man of the Year, 2002

COMMUNITY

- University of Texas at Austin, MS Marketing Advisory Council
- Becker Elementary, Community Advisory Council
- Behavioral Science Lab, Board Member
- YMCA Austin (East Communities), Board Member
- Greater Mt. Zion Church, Greeter & Marriage Ministries, September
- AISD + GMZ, Student Mentor