

# Trenzio Turner

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

Proven leader with nearly 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	Active Listening
Creative Production	Hiring and Coaching	Interpersonal Communications

## CLIENTS

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

## 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**

**AUSTIN PBS** — Austin, TX

November 2021 – Present

### **Co-Host**

ATX Together: The Engage Series

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

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

### **Lecturer**

Course development and instruction:

- The Role of Societal Bias and Stereotypes in Marketing
- Personal Branding, NIL (Name, Image and Likeness) 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

**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

**SANDERS\WINGO ADVERTISING** — Austin, TX

March 2005 – December 2018

### **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**

- 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, January 2019 – Present
- Becker Elementary, Community Advisory Council, September 2018 – Present
- Behavioral Science Lab, Board Member, January 2015 – 2020
- YMCA Austin (East Communities), Board Member, September 2014 – Present
- Greater Mt. Zion Church, Greeter & Marriage Ministries, September 2008 – Present
- AISD + GMZ, Student Mentor, January 2000 – Present