

## Who's Who in Advertising, Marketing &amp; PR

## And now, a word for the people who shape your company's message

Welcome to the second annual edition of Who's Who in Advertising, Marketing and Public Relations. This section is one of our newest and represents the best way to connect the dots between image-makers and marketing mavens in the tri-county region.

San Luis Obispo, Santa Barbara and Ventura counties are home to a number of niche-oriented advertising and public relations companies that like to operate in stealth mode while serving a national or international clientele. Many are branding and marketing experts in specific industries or for specific expertise, such as new product launches. As befits a region that's making headway as a leader in "green" enterprise, we have a few firms that have developed specialties in environmentally conscious or renewable product marketing.

We also have dozens of well-known marketing and public relations professionals who work on behalf of our top companies and large nonprofits.

To put the region's expertise together in one easy-to-read package, we used the Pacific Coast Business Times Top 25 lists of advertising agencies and public relations firms as a launch pad for our effort.



**HENRY DUBROFF**

Editor

We attempted to find one or two top leaders at each organization and created mini-profiles of them for our section. We also gathered biographical information about the top marketing and PR professionals in some of our region's largest companies and institutions.

Who's Who in Advertising, Marketing and Public Relations represents our second attempt at identifying movers and shakers in a very diverse industry. That probably means there's plenty of room for improvement and new additions in future years.

Meanwhile, mark your calendars for Who's Who in Commercial Real Estate and Construction, which will publish on March 5. It will be followed by the 10th Anniversary Special Edition and the announcement of our Business Hall of Fame on March 19.

Who's Who in Advertising, PR and Marketing was produced by Special Reports Editor Jim Logan and Advertising Graphic Artist Ashley Dunsmore.

Here's hoping your business — and your brand — have a profitable year.

Henry Dubroff, Editor

**Tom Adamski**

President, CEO

LEVEL Studios,  
San Luis Obispo



Tom Adamski has led LEVEL Studios to extraordinary growth in a time when many companies have struggled for survival. As president and CEO for the digital ad agency, he charted a new course for the company when he changed its name from Web Associates in September 2008.

The reaction by the market was immediate, with revenue growth of 14 percent. Double-digit growth continued into 2009, when the agency hired more than 30 people.

Adamski joined the company in 1999 in a product management position and assumed the CEO role in December 2001.

Based in San Luis Obispo, LEVEL Studios boasts an impressive list of clients, including Apple, HP and Cisco. Before LEVEL, Adamski spent nearly four years in marketing and product development at Xing Technology Corp., which was acquired by RealNetworks in 1999.

**Julio Arrieta**

Chief Marketing  
Officer

Blue Casa  
Communications,  
Santa Barbara



Julio Arrieta is the chief marketing office at Blue Casa Communications, a home telephone services company in Santa Barbara. He brings 20 years of experience in strategic brand management, marketing and business development in the technology/telecommunications, entertainment and automotive industries.

Before joining Blue Casa, Arrieta launched and led the Multicultural Practice at Momentum/McCann, which provided business consulting, strategic planning and program implementation for clients such as Verizon, Microsoft, HP and Kraft.

Prior to Momentum, he was senior vice president and managing partner at The Bravo Group, the Hispanic/Asian American marketing arm of Young & Rubicam.

**Denise Bean-White**

President, CEO



Marketing Success — an innovative blend of advertising, public relations, promotions, Web and social integration and creative.

Bean-White, a resident of Oxnard, has more than 29 years of hands-on experience in advertising and brand management. She has worked in direct mail, newspaper, radio, network television and station management and has been recognized numerous times for her work.

In 2008, Consortium was named Top Woman-Owned Business of the Year in the Spirit of Small Business Awards by the Business Times and the Los Angeles District Office of the U.S. Small Business Administration. She also received official recognition from Gov. Arnold Schwarzenegger, among other government officials.

In 2009, Consortium Media Services was named Small Business of the Year by the Ventura Chamber of Commerce.

**Barbara Brown**

President, Founder

BBM&D Strategic  
Branding, Ventura



As founder and president of BBM&D Strategic Branding, Barbara Brown gives focus and creative impetus for her nearly 17-year-old firm. Providing high-level marketing services to international, regional and local businesses, she helps clients create and build their brands across multiple media channels. Ventura-based BBM&D's client list includes the Santa Barbara Museum of Art, Casual Living, The Aerobics and Fitness Association of America, the Ronald Reagan Presidential Foundation, the WellPoint Foundation, the Nilson Report and citrus giant Limoneira Co.

Under Brown's leadership, BBM&D has received more than 260 awards for creativity and marketing. Her work is even in the National Archives.

A University of California, Santa Barbara, graduate, she also studied at Art Center College of Design in Pasadena.

**Dave Carlson**

Principal,  
Creative Director

The Vyant Group,  
Thousand Oaks



With more 17 years experience in the design agency business, Dave Carlson has already launched and sold two branding

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