

A SPECIAL PUBLICATION OF REPUBLIC MEDIA

WHO'S WHO

2015

IN BUSINESS

BUSINESS SERVICES

ADVERTISING AND MARKETING FIRMS, RANKED BY NUMBER OF EMPLOYEES



Top 10

LANETTERALEVER 725 W. McDowell Road, Phoenix, 85007 // 602-258-5263 // lanetteralever.com **FOUNDED** 1962 **AZ EMPLOYEES** 120 **PRINCIPAL** Beau Lane, CEO; Chris Johnson, president **HIGHEST-RANKING WOMAN** Isabelle Jazo, senior vice president of brand strategy; Kim Johnson, controller

MCMURRY/TMG 1010 E. Missouri Ave., Phoenix, 85014 // 602-395-5850 // mcmurrytmg.com **FOUNDED** 1984 as McMurry, 2012 as McMURRY/TMG **AZ EMPLOYEES** 95 **PRINCIPAL AND HIGHEST-RANKING WOMAN** Beth Tomlkw, chief client officer; Kim Caviness, chief content officer

RIESTER 802 N. Third Ave., Phoenix, 85003 // 602-462-2200 // nester.com **FOUNDED** 1989 **AZ EMPLOYEES** 87 **PRINCIPAL** Tim Riestler, partner and CEO **HIGHEST-RANKING WOMAN** Mirja Riestler, partner and chief strategic officer

ARROWHEAD ADVERTISING 16155 N. 83rd Ave., Suite 205, Peoria, 85282 // 623-979-3000 // arrowheadadv.com **FOUNDED** 2003 **AZ EMPLOYEES** 85 **PRINCIPAL** Kyle Eng, president and CEO **HIGHEST-RANKING WOMAN** Michelle Shepherd, chief financial officer

LAVIDGE 2777 E. Camelback Road, Suite 300, Phoenix, 85016 // 480-998-2600 // lavidge.com **FOUNDED** 1982 **AZ EMPLOYEES** 79 **PRINCIPAL** William R. Lavidge, CEO **HIGHEST-RANKING WOMAN** Alicia Wadas, chief operating officer; Sandra Torre, chief financial officer

MARTZ PARSONS 7077 E. Marilyn Blvd., Bldg. 5, Scottsdale, 85254 // 480-998-3154 // martzparsons.com **FOUNDED** 2013 **AZ EMPLOYEES** 52 **PRINCIPAL** Bob Parsons, owner **HIGHEST-RANKING WOMAN** Marianne Curran, CEO

CRAMER-KRASSELT 1850 N. Central Ave., 18th Floor, Phoenix, 85004 // 602-417-0600 // c-k.com **FOUNDED** 1981 **AZ EMPLOYEES** 49 **PRINCIPAL AND HIGHEST-RANKING WOMAN** Kristin Bloomquist, executive vice president, general manager, Phoenix

SITEWIRE 740 S. Mill Ave., Ste. 210, Tempe, 85281 // 480-731-4884 // sitewire.com **FOUNDED** 1999 **AZ EMPLOYEES** 46 **PRINCIPAL AND HIGHEST-RANKING WOMAN** Margie Traylor, CEO

OFF MADISON AVENUE 5555 E. Van Buren St., Suite 215, Phoenix, 85008 // 480-505-4500 // offmadisonave.com **FOUNDED** 1998 **AZ EMPLOYEES** 40 **PRINCIPAL** David Anderson, Mike Horne, Roger Hurnie, managing partners **HIGHEST-RANKING WOMAN** Lorraine Murrietta, vice president and chief financial officer; Carol Kilmas, vice president, director, public relations, social media and content marketing

ZION & ZION 432 S. Farmer Ave., Tempe, 85281 // 480-751-1007 // zionandzion.com **FOUNDED** 2003 **AZ EMPLOYEES** 32 **PRINCIPAL** Aric Zion, CEO **HIGHEST-RANKING WOMAN** DuGae Zion, chief operating officer

SACRIFICE + FUN = SUCCESS

When the Recession hit in 2008, Michelle Shepherd remembers that everyone at Arrowhead Advertising took a 10 percent pay cut.

Their CEO, Kyle Eng, didn't get paid at all.

Because of that move, Shepherd – the company's chief financial officer – says no one lost their job, and Arrowhead pulled through. That experience taught her a very important lesson.

"Being close to your employees is probably more important than anything," she says.

Today, Arrowhead has 85 employees and Shepherd has been the company's CFO for nine years. And she still sticks close to that philosophy.

"I might be the CFO, but I am an unusual CFO," she says. "Nobody is beneath anybody ... I take time to talk to people, make sure they're happy."

Shepherd first started in accounting at an auto dealership when she was 16 and living in Michigan. A high school class introduced her to the field.

"Oh my God, I love accounting," Shepherd says. "I just loved the business side of seeing how it all worked."

Ironically, it was her role at auto dealerships that brought Shepherd to Arrowhead. More than nine years

ago, Arrowhead served as the marketing agency for the dealership where Shepherd worked. She'd always admired the ads and wondered how they were made. That's when she met Eng.

"(Eng) needed a CFO and I needed a change," she says.

And so Shepherd's career with Arrowhead began. When she first started, Arrowhead had only 10 employees. She helped the company grow from the ground up, acting more as a partner than as an employee. Today, she views Arrowhead as her own.

"I think everybody should do that for where they work," Shepherd says, adding it's important for people to take pride in what they do.

She wants her team at Arrowhead to work hard and produce great quality products, but she also wants them to have fun. Arrowhead sports a pingpong table and a pool table, and Shepherd thinks of her colleagues like family. In fact, she says the people are her favorite aspect of the job.

"I love people," Shepherd says, her voice brightening. "We want people to keep coming to work and have fun."

MICHELLE SHEPHERD

CHIEF FINANCIAL OFFICER

BY SHARI LOFATIN