

R I C H A R D E M E R S O N

Richard Emerson is part of KGA's creative team and a member of the KGA Advisory Board. Dick's belief in the power of integrated marketing is a result of his early exposure to a number of disciplines with the communications industry. He began his career on the client side as a copywriter and was soon to assume responsibility for sales promotion and public relations. His first agency assignment was with Cabot Advertising where as vice president, account supervisor, he was responsible for such accounts as New England Electric, and Howard Johnsons.

In 1981, Dick left Cabot to become a founding partner of Emerson Lane Fortuna. As President and CEO, Dick helped to build ELF into one of the region's fastest growing, full service agencies with a reputation for creative excellence. In addition to his executive duties, Dick supervised the Sperry Topsider, Fidelity Investments, New England Marriott hotels, and Stop & Shop accounts.

In 1991, Dick merged his business with Arnold Advertising. As COO of the agency's integrated marketing divisions, Dick was responsible for facilitating the integration of marketing efforts between the general agency and its six operating divisions. Dick also maintained senior management responsibility for Boston Gas, Phillips Van Heusen, Hartford Insurance, and Century 21.

Dick was recruited by Mike Toth of Toth Brand Imaging in 2000 as partner and COO to strengthen agency operations and expand the client list from purely fashion accounts to a broader base of clients looking for sound strategy and integrated branded communications. In short order Dick was able to extend the agency's reach beyond fashion to financial services with Mellon/BNY and Arbella Insurance, to health care with Athena Health Care and Emerson Hospital, and to several lifestyle marketers including Orvis, Beretta Worldwide, Indian Motorcycle and Chris Craft.

In 2007 Dick announced his retirement from full time agency work and now devotes his time to consulting and public service.

Dick is past Chairman of the Advertising Club of Greater Boston, past Chairman of the New England Board of Governors of The American Association of Advertising Agencies, and past President of the Massachusetts Chapter of The Leukemia Society of America.

KGA, INC.

MORE HUMAN. MORE RESOURCES.

THE MEADOWS, 161 WORCESTER ROAD, FRAMINGHAM, MA 01701
TEL 508.879.2093 FAX 508.875.5574 www.kgreer.com