

# JUDY UNGAR FRANKS

949 Wade Street  
Highland Park, IL 60035

Home: 847-432-0475

[judy-franks@northwestern.edu](mailto:judy-franks@northwestern.edu)

Cell: 847.778.1734

## SUMMARY OF QUALIFICATIONS

An industry leader known for building bridges that integrate marketing content with media channels to deliver integrated marketing solutions in a dynamic media marketplace. A practitioner with deep expertise in media strategy and broad experience across both the content and media aspects of IMC. A visionary who asks the right questions, fields the right research, and ultimately unearths meaningful insights to drive business outcomes. An author who creates clarity from chaos to help students, marketers and the media make sense of a messy media world. A teacher who can inspire new thinking in both academic and corporate training settings. Areas of expertise:

- **Media and Message Delivery: 29 years of media strategy experience across industries/targets/media formats**
- **Audience Insight: Identifying and researching audiences to the media as well as consumer targets**
- **IMC Philosophy and Implementation: across both marketer and agency (creative/media) disciplines**
- **Advertising Agency Management: Executive posts held at leading full-services, creative and media agencies**
- **Account Planning: Architect for both traditional and digital agencies, along with media/message integration**
- **Media Economics: Consult with leading media outlets and media research firms on future best practices**
- **Media Futures Thought Leadership: Extensively published in trade sector, author of text that is used by several Universities, curriculum design for both onsite and distance learning programs.**

## EXPERIENCE

**MEDILL, NORTHWESTERN UNIVERSITY, Evanston, IL**

**Fall 2008 – Present**

**Lecturer, IMC Program “Named Top 100 Faculty by NU ASG for Three Consecutive Years”**

- IMC Capstone Course Fall 2008. Served as a faculty advisor to 83 Medill IMC Graduate Students. Lent guidance in the areas of integrated channel planning and consumer insight as the students prepared IMC plans for two client sponsors: Clinique and HP Snapfish.
- IMC 304: Media and Message Delivery: Responsible for course design and instruction that focuses on macro forces in an evolving media landscape and best practices which follow the principles of IMC. Research for this course led to the publication of “Media: From Chaos to Clarity.” The text is now used at: UGA, Loyola University, and the University of South Carolina. Course taught since Spring 2009 and continuously met with strong CTEC results.
- IMC 461: Media Economics and Technology. Responsible for a full redesign of the course and its successful delivery in both the full-time and online graduate programs with strong CTEC results. Instructional design for course is now used as an example of “best in class” design by the NU School of Continuing Studies.
- IMC 301: Consumer Insight. Added teaching responsibilities in Consumer Insight to help manage increased demand in the Undergraduate certificate program. Innovated the course design to enable future expansion into lecture halls and break-out sessions to manage a greater student load, all with strong CTEC results.
- Guest Lecturer/Volunteer Journalism and IMC Programs: Regular guest lecturer to Intro to IMC Undergrad and to the Medill Magazine and Interactive Innovation Projects.

**Executive Education Coordinator, IMC Program, Medill Northwestern University**

**September 2013-Present**

- Manage all aspects of prospecting, proposal development and instructional design for executive education opportunities for IMC immersion programs run through Medill.

**Senior Director of Executive Education Media Management Center at Medill**

**October 2011-August 2012**

- Responsible for planning, marketing, and implementing all executive education programming at the Media Management Center.
- Successfully introduced two new executive programs: the Hamburg Media School Executive Masters in Journalism, and the Tourism Branding Forum IMC Boot Camps

**THE MARKETING DEMOCRACY LTD, Greater Chicago Area**

**2008 – Present**

**President**

A unique consultancy that prepares both marketers and the media for a new media landscape that is shaped by the Five Global Truths and requires an integrated approach to content and channel strategy and implementation.

- Revolutionized the approach to tune-in campaigns for both the Nickelodeon (KCAs) and MTV (VMAs).
- Charged with hiring agency resources and leading the IMC process for LEGO
- Repositioned GFK/MRI to elevate the value of the syndicated database among Creative Ad Agencies.
- Developed curriculum re: media/message integration and consumer insight for Wrigley global training.
- Designed the strategic planning process for digital ad agency: Red Bricks Media (NY, SF, Hong Kong).
- Consult on MPA research to help position magazine media brands for a new media world.
- Introducing Transmedia Storytelling and Content Asset Management to LEGO around the globe.
- Consult on optimal agency structure to leverage changes in the media on behalf of Anheuser-Busch
- Five Global Truths Consulting: Rogers Media Canada, American Business Media, American Marketing Association, GM Canada, Allstate and LEGO
- Global Awards Advisor to Ketchum Worldwide: assist with internal judging, writing, editing global PR award submissions

**ENERGY BBDO, Chicago, IL**

**2005 – 2008**

**Executive Vice President**

Responsible for working with three core constituents: Energy BBDO Clients to ensure that they manage the total brand experience to consistently reinforce Brand Meaning at all potential points of contact, Communications Agencies to ensure that channel strategies are grounded in the Brand Story, and Agency Creative teams to ensure that ideas can flow seamlessly across channels.

- Integrated into the Global Marketing Team at the Agency's largest Client: The William Wrigley Jr. Company, to teach the integration of creative and media to Wrigley Marketing Management around the globe.
- Created and copyrighted BrandSpy: a unique means of capturing and evaluating brand experiences in the marketplace. BrandSpy is now a college curriculum that has been adopted by Boston College, and UNC.

**STARCOM WORLDWIDE, Chicago, IL**

**1999 – 2005**

**Senior Vice President, Media Director, Managing Director LeoHealth**

Led strategy and best practices in healthcare media strategy and implementation. Responsibilities expanded to include oversight of high visibility accounts at Starcom that required a high degree of strategic acumen.

- Media plans received numerous industry awards in both the consumer and healthcare sectors.
- Managed a staff in excess of 50 individuals, P&L management with combined agency revenue in excess of \$10MM, and new business pitch leadership.

**EURO RSCG, Chicago, IL**

**1988 – 1999**

**Senior Partner, Director of Media Operations**

Youngest appointed Senior Partner of the Agency ultimately led a 60 person Media Department before media was unbundled into MPG.

- Worked on every piece of P&G business at the agency across ten years. Worked on all new business pitches.
- Architect of Consumer Insight and Planning at Tatham which aligned Media Planning and Account Planning into an integrated strategy offering for Tatham Clients.

**FOOTE, CONE AND BELDING, Chicago, IL**

**1987 – 1988**

**Media Planner**, No Nonsense Pantyhose

**LEO BURNETT COMPANY, Chicago, IL**

**1985 – 1987**

**Media Buyer/Planner**, Procter & Gamble

**EDUCATION, PUBLICATIONS**

- **B.A.**, Telecommunication, Salutatorian of Major, Michigan State University, East Lansing, MI **June, 1985**
- High School Valedictorian, West Bloomfield High School **June, 1981**
- Extensively Published: please visit [www.themarketingdemocracy.com/articles](http://www.themarketingdemocracy.com/articles) for full list