



Linda Thomas Brooks

Linda Thomas Brooks has spent her career at the intersection of media, consumer behavior and technology. She was most recently the President of Ingenuity Media at The Martin Agency. There she led teams in Richmond, VA and New York City who develop media and marketing strategies for clients, and who craft activations that take advantage of all the emerging media possibilities. Clients including Johnson & Johnson brands, The American Cancer Society, Norwegian Cruise Lines and Experian work with Ingenuity.

Linda came to Ingenuity from Trilogy, where she had been Executive Director, Media & Marketing. Trilogy is a privately-held technology company, and while there Linda helped develop products and relationships that took advantage of the intersection of media, technology and data.

Prior to her arrival at Trilogy, she was Executive Vice President, Managing Director of General Motors Mediaworks/General Motors Cyberworks in Detroit. In that role, she lead a dedicated agency representing all General Motors divisions in creating powerful multi-media opportunities and consolidated traditional and new media buying services. Her team provided buying expertise and strategic media and marketing ideation to all of GM's business units. Prior to that, Linda had experience in strategy and planning at several US advertising agencies.

Linda's expertise in both the media and automotive industries led to the American Advertising Federation naming her to its Advertising Hall of Achievement for early career achievement, and her selection in 2000 as one of the "100 Leading Women in the North American Auto Industry" by Automotive News. She was also named to the Crain's Detroit Business Magazine list of Most Influential Women and one of *Ad Age's* Women to Watch.

She currently serves on the Executive Committee of the Board of Directors for the American Advertising Federation. She is an advisor to the Buckeye Leaders Fellowship Program at The Ohio State University, her alma mater. At OSU, she was active in Ohio Staters, Student-Alumni Council, class honoraries including Sphinx and was involved in Homecoming while getting her degree in Journalism.