

WELCOME TO THE LACEK GROUP

The Lacek Group was pioneering the art and science of customer engagement through data-driven communications long before “big data” became a buzzword. For more than 25 years, we’ve been evolving and refining data and analytics strategies to help our clients identify their highest-potential customers, nurture them across channels throughout their lifecycles, and personalize each relationship for optimal long-term results. Our world-class strategic thinking, award-winning creative, and responsive account leadership have helped lead industry-changing innovations in loyalty marketing and customer engagement. We are particularly proud of our enduring partnerships (10+ years) with leading brands in a wide range of industries.

OWNERSHIP

Founded in 1993. The Lacek Group has been a specialty practice of Ogilvy & Mather — the world’s most respected agency network — since 2000.

LEADERSHIP

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Julie Bustos SVP, Marketing Innovation

Kelty Rome SVP, Chief Talent Officer

Ruth Kranick SVP, Chief Financial Officer

Michelle Wildenauer SVP, Strategic Services

Tyler Love SVP, Account Director &
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WORDS OF WISDOM

“The pursuit of excellence is less profitable than the pursuit of bigness, but it can be more satisfying.”

David Ogilvy



THE LACEK GROUP

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