

## AMY HANAN

CHIEF DIGITAL OFFICER

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Based in Baretz+Brunelle's New York office, Amy partners with elite professional and information service providers to create and execute marketing strategies that deliver business results across all digital channels.

Amy is adept at breaking abstract ideas into concrete terms that any stakeholder can relate to – whether they are board members or interns. She specializes in tech-enabled, multi-channel marketing initiatives that tell compelling stories about products, professionals and brands—and get results.

Before joining B+B, Amy was director of product marketing at Reorg Research, a financial media and technology company covering finance markets. There she built the company's marketing technology infrastructure, team and strategy from the ground up. During her two-year tenure, company revenue grew organically by more than \$10 million and headcount doubled, ultimately leading to the successful sale of the company to Warburg Pincus in June 2018.

Prior to her position at Reorg, Amy served as vice president of strategic communications and creative services at ALM Media, where she successfully led the brand integration of four acquired companies within 18 months, while also directing a creative services team that managed approximately 2,500 projects annually. In previous roles at ALM, she led the marketing behind media and intelligence products that led to a 300 percent increase in identified client prospects. Earlier in her career, Amy held marketing and corporate communications positions at the Associated Press, where she helped launch AP Mobile, the first news app available for iPhone. She is a graduate of Northern Arizona University.



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