

# betsy ENSIGN

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The world is changing around us at an incredibly fast pace. We have to look ahead to understand the trends and forces that will shape business in the future and move quickly to prepare for what's to come. We have to get ready for tomorrow today, with big ideas. Big ideas are not only something that can get the juices flowing, they're the gems that cause everyone to get on board. Big ideas create long-term destinations that provide me and my clients with a game plan for winning success.

## **My Mission**

- ★ To inspire the world...
- ★ To create moments of optimism and happiness...
- ★ To produce value and make a difference...

## **My Vision**

- ★ To be an inspiration to colleagues to be the best they can be
- ★ To bring to the world a portfolio of quality brands that anticipate and satisfy people's desires and needs
- ★ To nurture a winning network of customers and suppliers, together we can create mutual, enduring value
- ★ To be a responsible citizen that makes a difference by helping build and support sustainable communities
- ★ To Maximize long-term return to clients while being mindful of overall responsibilities
- ★ To be a highly effective, lean and fast-moving creative

## **My Values**

- ★ To have the courage to shape a better future
- ★ To leverage collective genius
- ★ To be real
- ★ To remember: If it is to be, it's up to me
- ★ To be committed in heart and mind
- ★ To be as inclusive as a client's brands
- ★ To do what I do well

## **My Focus**

- ★ To focus on needs of consumers, customers and franchise partners
- ★ To get out into the market and listen, observe and learn
- ★ To possess a world view
- ★ To focus on execution in the marketplace every day
- ★ To be insatiably curious

## **My Work**

- ★ To act with urgency
- ★ To remain responsive to change
- ★ To have the courage to change course when needed
- ★ To remain constructively discontent
- ★ To work efficiently

## **My Ownership**

- ★ To be accountable for my actions and inactions
- ★ To steward system assets and focus on building value
- ★ To reward people for taking risks and finding better ways to solve problems
- ★ To learn from outcomes -- what worked and what didn't

## **My Brand**

- ★ To inspire creativity, passion, optimism and fun
- ★ To work with simplicity, security, repetition, surprise, speed and purpose



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## Biography

Beginning my career as a production secretary with McCann Erickson, New York, where I worked for 5 years, I rose through the ranks as a Senior Art Director working with clients including Coca-Cola, Sony, and L'Oréal. The challenges were endless. Not only did I win new business, I also saved accounts from walking out the door. At one point, I was working on every single account McCann had, while lending a helping hand to McCann's parent company, Interpublic. I won accolades for my work including One Show Awards and Andys, including two Truth Well Told awards from McCann.

From working for a behemoth, I chose to move to a small below-the-line shop named Zadoc Marketing, New York. As the Creative Director, I developed products including The Elvis Presley Movie Collection. I also worked with clients including The American Heart Association, ABC TV, Bon Ami Cleanser, Citibank, the National Parks, and Mrs. Field's Cookies. I loved direct marketing work because the results were immediate. You could develop a product in a week, launch a TV commercial for the product on a Monday and get sales results by that Wednesday. And I maximized profits by delivering the goods under tight time restrictions and on a shoestring.

From there I hung out my own shingle, Ensign Design, New York, as an Entrepreneur, Creative Director, Film Director, Producer, Designer, and Writer. I was a one-stop shop for clients including "The New Yorker Magazine", The Disney Channel, AeroFlot, as well as causes I wholeheartedly endorsed. These included The Robin Hood Foundation, The Great Sports Legends, and the Voice Foundation. I did everything from developing products to creating advertising to designing invitations, from directing films to painting airplanes.

Then, I received a call from The Bloom Agency, New York. I was to develop a new business pitch for L'Oréal's Biotherm account. I stole the account from Publicis who had to buy Bloom to get the account back. Thus was born Publicis/Bloom. I was made a Senior Vice President and rewarded with the Lancôme account.

Realizing a life long dream, I moved to Paris and began painting. I also free-lanced for McCann Erickson Worldwide on L'Oréal's Helena Rubenstein account. When presented with an opportunity, I entered and won, from 2,500 worldwide entrants, the International Competition of Contemporary Art for the 100th Birthday of the Michelin Man, with a cartoon anthology, "Ukahamba!". With ten years under my belt, I moved to Chicago.

Today, I am the Manager the estate of one of Chicago's founding families. I am responsible for photographing, selling, and creating an inventory of over 1,000 objects and works of art. I've created a digital record of the entire estate.