

# Marie Lamonica

MANAGING DIRECTOR OF CREATIVE



## PROFESSIONAL BIO:

Marie Lamonica is the Managing Director of Creative at We Are Rosie. With 20 years of experience as a creative leader across top agencies and global brands, she offers unparalleled support and consultation to We Are Rosie's Fortune 500 clients as they transform their creative operations to meet the always-evolving needs of the marketing industry.

Prior to her role at We Are Rosie, Marie was Executive Director, Global Creative Operations at Estee Lauder. She also enjoyed working alongside some of the best creative talent in the industry at various agencies. Her most notable clients include Absolut Vodka, Jameson Whiskey, Estee Lauder, adidas, Calvin Klein, & Coty.

## SPEAKING TOPICS:

- What it takes to build a world-class in-house studio & why so many brands are doing it.
- Creative Ops leadership & the foundation needed for brilliant creative work.
- Key insights to consider when switching between agency and in-house roles.
- How to harness the best creative talent outside of traditional agencies.

## FEATURED MEDIA OUTLETS:

**ADWEEK**

 **MARKETING BREW**

 **AD BUZZ DAILY**

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