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Presentation Team Bios



Julia Hammond

President, Global Solutions
Stagwell Global

My Role:

Enterprise Leadership
Across the IAT



Julia Hammond is a team builder, volunteer, wife, mom, and retired improv theater performer. Julia joined Stagwell Global in the summer of 2020 to create a new division for Stagwell-led, global networked accounts. In her role, she is responsible for designing new integrated agency models and building high performing teams composed of talent from the industry's top creative, strategy, PR, and innovation agencies like Anomaly, 72andSunny, Instrument, Forsman & Bodenfors, and Allison & Partners.

Prior to Stagwell Global, Julia was a partner/managing director at Deloitte Digital, where she led client work, and spearheaded national business development. While there, she led the creative business unit (Heat) to their most successful new business win-streak since acquisition by the management consultant. In her spare time, Julia also created and launched a women's mentoring and leadership program called "Rise Up" as an effort to get more women into partner-ready positions at the firm.

Before her time at Deloitte, Julia spent nearly two decades working at creative agencies in LA, New York and Chicago, having spent most of her career working with consumer brands at large multinationals like Nissan, Honda, Unilever, Kraft Heinz, Mondelez, Nestle, Danone, Starbucks, MolsonCoors.

Julia's ambition to create a more diverse and inclusive workplace unexpectedly collided with her unrequited love of improv theater in 2016 when she began volunteering with the All Stars of Chicago, a national nonprofit that uses performance arts training to cultivate leadership skills with underprivileged youth. She's been serving as a Chicago board member since 2018.

At home, Julia spends time with her two kids, Willy and Simone.



Michael Treff

Chief Executive Officer
Code and Theory

My Role:

Executive Leadership of the IAT Lead

Treff is currently the CEO of Code and Theory, and has spent 12 years helping to grow the company into a global, 2000+ person organization with a robust client list of Fortune 500 companies and start-ups alike. Treff has been with the company since 2011, holding positions of Director of Creative Strategy, Managing Partner and President, and have worked on clients as broad as CNN, Mars, Goldman Sachs, Bloomberg Media, and Amazon. Widely regarded as one of the world's leading digital transformation agencies, the company continues to innovate at the center of technology and creativity.

Prior to C&T, Treff has done everything from starting and running a punk / indie record label in the late 90s/early 2000s, to working at traditional ad agencies (which he hated, but needed a job after the label left him broke), to starting a product innovation company as a joint venture with Warner Music Group to reinvent what they make and who they sell to (this was pre-web3, but would have been very fun in the web3 world).

Treff has lived almost his entire life in NY state, on Long Island as a child, in the east village in 90s while attending NYU, and then in Brooklyn since 1999. He and his family (2 kids, 2 cats) spend weekends watching basketball, listening to records, viewing art, cooking and building gigantic lego cities.



Stacy Tarver-Patterson

Head of Brand Strategy
Code and Theory

My Role:

Strategic Leadership across the IAT

Stacy Tarver-Patterson is a highly accomplished modern brand leader who brings over 15 years of experience in leading global marketing teams and working across borders. She is a former client-side marketing executive-turned-entrepreneur, who co-founded COR, a "lifestyle science" digital health tech company backed by Khosla Ventures & Founders Fund. Stacy's career began at Bear Stearns' Financial Analytics & Structured Transactions Group where she built automated tracking and analytics tools. However, she felt called to make a more grassroots impact, leading her to nonprofit fundraising & marketing for the YMCA. Later, she spent over a decade at Nike in a myriad of roles in brand strategy, planning, & marketing, including leading the marketing teams for Nike Beijing & Greater China Digital Commerce, two of Nike's largest growth areas.

Stacy is one of the few individuals who straddles both the art & science of marketing and has a passion for not only what digital products can do for people, but also how they do it. Her multicultural identity and lifetime of refusal to "select one box" has played a significant role in her both/and perspective on everything. Stacy is a lifelong learner and holds a bachelor's degree in Marketing, Management & Organizational Behavior from NYU Stern, an MBA from Columbia Business School, and has also studied Web Design & Interaction at the Portland Art Institute, Chinese at Peking University, and Data Science in the Berkeley MIDS program.

Outside of work, Stacy's leadership traits come from her early life as an athlete, where she holds the NYU Track & Field school record in the Long Jump. She enjoys running (slowly), advising paradigm-shifting entrepreneurs, and researching the science of DEI with Columbia's Lab for Intergroup Relations and the Social Mind.



Matt Murphy

Global Chief Creative Officer & Partner
72andSunny Los Angeles

My Role:

Creative Leadership across the IAT and
Advantaged Brands

Matt pushes the creative limits of 72andSunny by helping lead our commitment to experimentation with art, technology, and entertainment. He's a born tinkerer, and is always looking for new ways to create opportunities with all of our brand partners.

Matt's passion for partnership has produced unlikely collaborations—including rallying millions of girls to code holiday trees on the White House's lawn with Google and turning the Tinder app into an interactive adventure that led to IRL matches which recently won the Cannes Grand Prix in Entertainment.

Matt also leads a brand design team within 72andSunny, helping put design at the forefront of everything we do.



Adrienne Gaffney Wotherspoon

Chief Strategy Officer
DonerNorth

My Role:

Shopper Marketing Leadership across
the IAT

Adrienne is an award-winning brand and shopper strategist with over 20 years experience. She loves nothing more than to dig into data and craft insightful, human centered strategies that drive conversion—which she has done for many of America's favorite CPG, technology, retail and foodservice brands.

An accomplished speaker, research moderator and columnist, she now leads a team of planners, crafting strategies that help her clients navigate the evolving world of creative commerce.

CPG Experience: Pepsico (Frito Lay), Kellogg's, Mars Chocolate, Coca-Cola, Green Giant, Grupo Bimbo



Valarie McCubbins

Client Partner

Brand Performance Network/
Assembly Media

My Role:

Media Leadership across the IAT

Valarie McCubbins is a Client Partner at Stagwell's Brand Performance Network/Assembly Media who collaborates with CEOs and executives to support their business growth by helping them connect with their consumers through intentional media and thoughtful messaging.

During her 18-year career, she has the pleasure of working with numerous brands, including Wells Enterprises, Activision/Blizzard, AT&T, Liberty Mutual, Pizza Hut, and Burger King.

Fueled by compassion, curiosity, and complete dissatisfaction with the status quo, Valarie has built her career on one simple principle: understand the why, the reason behind human behavior. Why do we act? Why do we care? The why is the purpose that drives every one of us.

When not sitting in front of her computer, Val enjoys sitting outside on her sunny porch in Austin, TX enjoying a extremely cold glass of chardonnay with her supportive husband and her edgy dog Allie.



Kirstyn Nimmo

Group Director, Inclusive
Marketing & Design
Code and Theory

My Role:

Inclusive Leadership across the IAT

Kirstyn Nimmo is an award-winning social impact strategist, speaker and facilitator. She has over a decade of experience partnering with global corporations and nonprofits to build equity-driving campaigns and programs.

At Code and Theory, Kirstyn leads our global Inclusive Design and Marketing Strategy practice. Her practice's impact can be felt across our work with The Washington Commanders, Samsung, Amazon, Johnson & Johnson, and more.

Kirstyn is also the founder of GOOD WORX, a social innovation consultancy that equips companies and communities to generate equity, act with accountability, and shift culture toward equality. Her work has been recognized by the Obama White House, Shorty Social Good Awards and the Anthem Social Impact Awards.



David DiCamillo

Chief Technology Officer
Code and Theory

My Role:

Technology & Data Leadership across
the IAT

David DiCamillo is Chief Technology Officer focused on developing new technical relationships, partnerships and delivering world class and transformative products for our clients.

David has deep experience tackling and coordinating complex tech engagements for some of the world's most innovative companies. At Code and Theory, he has overseen major programs for NBC Olympics, The Hearst Corporation, Conde Nast (Vogue.com, The Scene), WWE.com, NBCNews.com, CNN and many more.

Prior to joining Code and Theory, David drove technology and design initiatives at a number of New York City agencies, including R/GA, Deep Focus, and KBS+P. At R/GA, DiCamillo delivered complex digital ecosystems for clients such as Verizon Telecom, launching MyVerizon.com, eCommerce Integrations, eSupport Portal and a Global Verizon Social Media Strategy.

While at KBS+P, he oversaw and maintained BMW's existing site, creating content systems to showcase new car launches and helped spearhead the redesign of BMWUSA.com. As an alumnus of Deep Focus, he worked on media properties including AMC, TNT, CBS, truTV, as well as work for Dewar's Scotch.

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We look forward to seeing
you tomorrow!

Thank you.

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