



## Kristen Cavallo

### *Global Strategic Advisor, MullenLowe Global*

Kristen Cavallo, named Global CEO of MullenLowe Global at the end of 2022, is retiring from her position in 2024. She never thought she'd be a CEO but rather that cool, swashbuckling momma taking her kids on international escapades around the globe. Luckily, she said yes to both. She is a dynamic leader, highly engaged with her client partners, and committed to helping brands innovate because, in this era of accelerated change, a brand's greatest threat is its own comfort zone.

Previously, Kristen was Chief Strategy Officer and President at Mullen (pre-merger with Lowe), and then, for the past five years, she stewarded The Martin Agency to great heights. Under Kristen's leadership, in 2021 and 2022 Martin was recognized as U.S. Agency of the Year and in 2023 Martin was named Ad Age's Agency of the Year and made the coveted Fast Company Most Innovative Companies list. Her team was recognized for exceptional leadership in guiding their clients through the turbulence of the pandemic to sustain and grow their businesses.

Kristen is a leading voice in the advertising industry, taking on important social and business issues, serving as a champion for equity and inclusion, defending the integrity of original creative ideas and operating as a firm believer that innovation is where growth thrives. Kristen brings a high degree of energy and passion to our MullenLowe agencies and fights for breakthrough work and inclusive culture. She believes in leading with heart, in overcoming fear, and that real creative magic lies somewhere in between.

As Kristen prepares to embark on the next chapter of her life, she will remain available to MullenLowe in an advisory capacity until 2025.



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Biography