



Hearts & Science Leadership Bios

Scott Hagedorn, CEO

Whether it's solving a tricky "Escape Room" or finding new ways to reach consumers in an increasingly mobile world, Scott loves unraveling a good puzzle. He digs deep into how things really work and moves from hypotheses to research, research to results, then results into products. He's the architect behind the unique Hearts & Science model and the leader behind landing the company's two largest advertisers in the United States within its first eight months.

He has a decorated history under his belt, serving as CEO of PHD Media and Managing Director of OMD, while other claims to fame include Adweek's Media All-Star Executive of the Year and MediaPost's Media All-Star in 2017. Scott is an avid guitarist, amateur pianist and an admittedly marginal (but passionate) vocalist.

Kathleen Brookbanks, COO

As Chief Operating Officer at Hearts & Science, Kathleen is the team captain for inspiring employees at every level to live the vision of the company. A number whiz to boot, she always finds room in the financials for teams to prioritize innovation and embrace change. Kathleen takes this role seriously, cares deeply and instills confidence in employees as they grow in their careers.

She brings over 30 years of experience in advertising from her time as COO at OMD and Managing Director at Mindshare and is a David Ogilvy Award winner. When she's not mentoring her fellow Hearts or speaking at an event, she's probably out spending time with her nieces.

Tara Levine, CXO

Tara is weaving talent and collaboration between departments at Hearts & Science to make the impossible, possible. With her key role in recruiting, HR and employee development, she is currently building a team to reimagine the agency model and enhance the client experience. Her end goal is to strengthen the agency's internal culture and drive client growth, and she's well on her way.

Previously serving as the CMO of Deutsch in New York and Managing Director of Marketing and Business Development at OMD Worldwide, Tara has mastered both the creative and media sides of marketing. She is a champion of diversity, having served as a member of the Steering Committee of ADCOLOR, and is a devoted mother of two beautiful children.

**Megan Pagliuca, CDO**

A trailblazer at her core, Megan is pushing the industry forward to make the way digital is bought more customer-centric and entirely data-driven. She aims to empower her team with better technology and KPIs across programmatic and television in order to deliver best-in-class service for clients. Her deep knowledge of the ad tech space remains a valuable source of innovation at Hearts & Science.

When programmatic and real-time bidding was invented, Megan was there at Right Media. She has over 12 years of experience directly in data-driven media execution across agencies and is named under Ad Age's 40 Under 40 and DMA's Marketing Edge 2011 Rising Star. Fluid in her strategy and life, Megan is also a scuba diver and teaching her daughter to love water too.

Jeff Wamble, CFO

Jeff lives and breathes where finance meets creativity. He loves perfecting his craft in an evolving environment like advertising and media and is always analyzing spreadsheets to provide additional value for clients. He wears many hats and gives equal attention to Hearts & Science, its employees and its clients.

Jeff has a firm grounding in finance starting his career at a large accounting firm before making his foray into the media industry as a Finance Director at Ogilvy and later at OMD. A man of many talents, he also spent six years in the Louisiana Army National Guard and earned his MBA from Columbia University.