

As Chief Marketing Officer, Abbey oversees 360i's marketing, public relations, and business development initiatives – helping shape the agency's global industry reputation and develop new clients in North America.

Abbey joins the agency from 360i parent company, Dentsu Aegis Network (DAN), where she most recently served as Director of Corporate Strategy for the Americas. Prior to joining DAN, Abbey spent a decade at *Advertising Age* where she rose to the position of Associate Publisher – overseeing editorial, content marketing, and audience development. During her tenure at *Advertising Age*, Abbey spearheaded the launch of *Ad Age Digital* – the outlet's largest editorial franchise, driving strategic growth and transforming *Ad Age* into a digitally-led news source for both advertisers and marketers.

Abbey holds a Bachelor of Arts in Journalism from Drake University in Iowa.