



LEADERSHIP TRANSITION CONTINUES GREENRUBINO'S LEGACY OF PUSHING BOUNDARIES AND ENJOYING THE RIDE

*Longtime adman Cam Green announces retirement as
Stacia Allen joins John Rubino to lead GreenRubino.*



*Cam Green announces retirement, Stacia Allen steps in as co-owner and partner at GreenRubino
[L to R: Cam Green, John Rubino, Stacia Allen. Photo credit: GreenRubino]*

SEATTLE (Feb. 22, 2022) – Long-standing, ever-evolving marketing agency [GreenRubino](#) has announced Chief Client Officer Stacia Allen's promotion to partner, joining John Rubino as co-owner.

Cam Green, co-owner, former chief creative officer and 2021 recipient of the American Advertising Federation's Silver Medal for outstanding contributions to advertising and furthering industry standards, has announced a phased retirement after selling his shares to Allen and Rubino, who becomes majority owner. GreenRubino will retain its name, and Green will continue as strategic advisor, maintain relationships and provide strategic and creative counsel to several clients.

“GR has always been quick to embrace change, to push ourselves in new ways, and to have fun as we go. I’m proud of helping create, build and now transition the business to John and Stacia. Now is the perfect confluence of time and talent, enabling the three of us to meet our goals,” said Green. “We’ve grown and evolved over the past 31 years, especially since John joined 17 years ago. Stacia has been an excellent strategist, marketer and natural leader over the past 12 years. And with Executive Creative Director Steve Johnston leading the agency’s creative, I am confident GreenRubino will remain competitive and smart while continuing to lead with vision and a dedication to culture and clients.”

Allen has over 20 years of agency experience in Portland and Seattle and an extensive background in strategic development and client management. She loves finding the insight that propels success for each client, all while leading the account and business teams and overseeing strategy and client relationships.

“GR has been my professional home for a dozen years,” said Allen. “John and I look forward to growing the agency’s footprint in the Northwest and beyond. We are determined to operate an agency that produces the best work for our clients and attracts the strongest talent. I’m proud to serve as a role model for others in our industry who struggle to find balance between home and career.”

“GreenRubino would not be the agency it is today without the contributions and vision of Cam Green over the past 31 years,” said Rubino. “Our industry has evolved in almost unrecognizable ways, and we’ve remained competitive, staying ahead of that evolution. With Stacia’s new role and an ongoing influx of talent, we are poised to continue doing just that. I’m excited to partner with Stacia as we move forward together.”

Rubino and Allen plan to expand the agency’s services, driven by client and industry demand, as well as maintain GreenRubino’s position as a leader in digital media. Clients include Pima Medical Institute, Columbia Bank, MultiCare Health System, Columbia Hospitality, Hyatt, and State of Washington Tourism. GreenRubino offers fully integrated services, including advertising, branding, business consulting, design, digital, marketing sciences, media, public relations, web and an in-house content studio. Formerly Hadley

Green Creates, GreenRubino has been in Seattle for over 40 years and is located in the city's Eastlake neighborhood with 45 employees and plans for continued growth in 2022.

ABOUT GREENRUBINO

GreenRubino is a Seattle-based independent creative agency of good humans driven by data and strategy to make great things happen in advertising, business consulting, public relations and technology. Owned by John Rubino and Stacia Allen, the agency believes great work comes from a good place. Learn more at www.greenrubino.com.

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