

Esther *ET* Franklin

Esther *ET* Franklin develops and drives the strategic vision for brands experiencing transformative growth across the Publicis Media portfolio as its Chief Strategy Officer. She pioneers fit-for-purpose ways of working leveraging AI, evolving digital media, technology & innovation. Approaches she's spearheaded have resulted in elevated product, enhanced strategic rigor/creative thinking across teams and delivery of unprecedented new & incremental business growth, inside some of the largest, most influential media brands in the industry including Spark, Infinite Roar and Publicis Health Media.

E.T.'s noted expertise in data-driven insights, delivering audience growth in the US and Globally, fuel her experience and boundary-breaking viewpoints that have served Publicis Media brands well. Her leadership has resulted in successful pitches landing major accounts such as, Macy's, Marriott International, Kimberly Clark, Lowes, Mattel, Logitech, Dreyer's Ice Cream, Signet and more. By encouraging marketers to embrace an 'inside out' perspective, Esther 'E.T.' Franklin has helped iconic brands – and the advertising industry at large – understand cultural identities, evolving audiences and the media consumption habits of local and global audiences.

E.T.'s ability to lead, guide and motivate high-level talent is the reason she sets the tone driving the largest function inside media brands, Media Strategy/Planning. Ways-of-working she develops services the unique needs of specific brands furthering team collaboration, enabling them to build robust media plans and elevated, connected solutions that can withstand disruption and serve clients to the highest standard.

Drawing on extensive industry experience across a range of agencies, audiences, geographies and international markets, Esther offers a unique perspective in any situation. Her future-focused orientation, innately creative/curious/open-minded and strategic nature make her a decisive and respected collaborator who has led several successful corporate "start-up" initiatives.

With a career rooted in Chicago for more than 19 years, E.T. is an integral leader in the city's advertising and non-profit community; recognized in 2024 by Crain's Chicago Business as a Notable, Nonprofit Leader. And previously, named Advertising Woman of the Year by the Chicago Advertising Federation.