



## People



**Linda Passante**  
CHIEF EXECUTIVE OFFICER

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*"This is a business of carefully calculated risks where the most creative solutions most likely yield the greatest return for our clients. My goal was to build an agency where elite minds across all disciplines work together to outthink and outsmart convention."*

For over 25 years, Linda has worked hand in hand with regional, national, and international C-Level Executives to create, reposition, and grow their brands by delivering on client goals, objectives and key performance indicators. She has persistently generated growth and increased the bottom line of brands across all categories in most every market, literally making billions of dollars for her clients.

Based on her history of winning loyal customers, Linda has shaped Halo into a top-tier New York agency by creating interconnected solutions that radiate brand purpose through every experience. Working alongside a formidable executive team with global brand experience

and a deep understanding of the interconnection of communications, Linda has established a strong reputation for helping clients grow their brands' value.

In 2004, Linda completed the Harvard School of Business Executive Leadership Program and recently the NYU Executive Finance and Accounting Program. Linda attended the School of Visual Arts for Communications. She has been recognized by *The Wall Street Journal's* Women of Note, SmartCEO, and Stevie Best International Entrepreneurs. She is a member of Womensphere Advisory Council, Women President's Organization, and MWBE.