

People

Mark Sutter CHIEF STRATEGY OFFICER



"As the world becomes more connected, brand planning reaches beyond brand strategy to content strategy and even platform strategy. It's this connective tissue that binds all aspects of the agency's work."

As Halo's lead marketing consultant and brand strategist, Mark oversees the development of all communications to ensure every experience is targeted and bears a single brand focus.

With more than 30 years of experience, Mark has seen the evolution in the field of strategy and the value that a multi-disciplined agency can have on client growth. He has been a key contributor to the recent successful rebranding and financial growth of clients

including St. George's University, Marsh & McLennan, Bank of Smithtown, Mount Airy Casino Resort, and the Knicks City Dancers.

Mark's vast experience also includes working with top-tier consumer and business-to-business brands including Mobil Gasoline, AXA, Clairol, Mrs. Paul's Seafood, and the Colombian Coffee Federation.

Mark graduated from Stone Hill College where he received his BA in Marketing and Communications.