

## People



Toni Racioppo SVP, MEDIA SERVICES

"Media is the most rapidly changing part of this business. My team is adapting daily, if not hourly to keep in step with the newest and most sophisticated tools and techniques."

Toni Racioppo is an award-winning media professional with broad-based experience in traditional, digital, social, and mobile media, as well as diversity and sports marketing. With over 25 years of experience, Toni has spent the better part of her career devising media strategies that enhance the creative and elevate the brand. Toni understands that the most effective media strategy comes from a keen understanding of the brand and deep insight into the customer.

Prior to joining The Halo Group, Toni honed her skills at BBDO, OMD, Zenith, MEC, and Media Storm. Over the years, she has provided clients with not just a more creative style of media, but integrated solutions as

well. Toni's vast experience encompasses successfully running the global accounts of GE and ExxonMobil, as well as the domestic accounts of FedEx, Macy's, Visa, eBay, Armstrong, Charles Schwab, Schering-Plough, Embassy Suites, Purina, Nestle Waters, Georgia Pacific, Campbell's Soup and the US Navy.

Toni is a past recipient of *Advertising Age's* B-to-B Magazine's Media Strategist Award. She is a former chairperson of the AAAA's Business-to-Business committee, and holds a Six Sigma Green Belt. Toni has a BA in Communications from Fordham University.