



Excellence in Recruiting For the Advertising Industry

Global Recruiters of Sarasota

Named *one of the most influential headhunters in advertising* by Business Insider.

More about Global Recruiters of Sarasota

After 25 years in account management at FCB, BBDO and JWT in NY and two Multicultural agencies in LA - Tony Stanol founded GRN Sarasota in 2008.

Mix in the resources and training in the art and science of executive recruiting from Global Recruiters Network for a powerful combination.

For the candidates placed and some of our agency partners, please continue on.



Tony Stanol
President, Owner

[Linked In Profile](#)



Karen Paul
VP, Treasurer



Robin Freed
Researcher

Partner Offices:

Austin
Charlotte
Chicago
Los Angeles
San Francisco

*One of the most influential headhunters in the advertising industry according to *Business Insider*, two years in a row!
See page 2A and 2B for more.*

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Global Recruiters of Sarasota Clients

1.



MARC USA



t h e c o m m u n i t y

13 top advertising headhunters to know right now

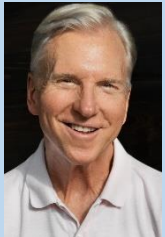
[Michael Kaminer](#)

Aug 8, 2020, 11:59 AM

When the coronavirus pandemic hit consumer spending, it also walloped advertising budgets. Agencies, many owned by holding companies, [slashed](#) staff. As Business Insider has [reported](#), the cuts have upended the industry.

Still, some headhunters say their clients are hiring. Small and midsize agencies, often leaner and nimbler, continue to grow. Brands needing to pivot post-pandemic are relying on in-house marketing teams and agency partners. And ad pros who know how to position brands to a stuck-at-home audience are in high demand.

Business Insider identified 13 leading headhunters in advertising and marketing communications, considering factors like size, longevity, and clients. They range from sole proprietors to international search firms, along with two in-house talent officers. While their views on the market diverge, they agree that the pandemic, [diversity needs](#), and remote work [have changed advertising](#) — and search — forever.



Tony Stanol, president, Global Recruiters of Sarasota

Tony Stanol ran global accounts for agencies like BBDO, FCB, and JWT for more than 20 years before switching careers at age 50. A longtime Ad Age columnist, Stanol averages 10 placements annually.

"My breadth of experience is my advantage as a recruiter," said Stanol, whose Florida firm is part of the 240-office Global Recruiters Network. "I know what I'm talking about in the industry."

Agencies make up most of his client base, and despite widespread carnage among agencies, he's having a better year than last thanks to strong pharma advertising and demand for strategic planners and digital strategists, he said.

15 top advertising industry recruiters short-staffed companies need to know

[Michael Kaminer and Lindsay Rittenhouse](#)

Aug 5, 2021, 10:30 AM

Agencies and marketers are on hiring sprees as they try to staff up after last year's pandemic-related layoffs. But companies are in a war for talent as ad professionals flee the industry in droves. To attract the best talent, companies are turning to these industry recruiters.

Ad agencies and marketers are [ramping up hiring again](#) to staff up after last year's widespread [pandemic-related layoffs](#).

But ad industry companies are struggling to fill hundreds of open roles, because many ad professionals are [leaving the industry](#) due to burnout from agency work and the desire to work remotely.

This talent shortage is heating up competition for new hires, and companies are now paying 5% to 10% higher salaries to recruit the best people.

Coming off a slow 2020, ad industry recruiters said they're busier than ever trying to help advertisers find qualified staff.

Here are 15 top industry recruiters advertisers and marketers are now turning to.



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Our D&I Stats

3.

AdAge

ADVERTISING'S HOTTEST JOB: CHIEF DIVERSITY, EQUITY AND INCLUSION OFFICER

Demand for the role—and salaries—are rising, but for takers, burnout is real

By Lindsay Rittenhouse, Published on October 13, 2020.



As a leading executive recruiting firm we are already making a difference.

Our D&I stats beat the industry average. A whopping **42%** of our placements since 2008 have been Black, Latino, Asian, Middle Eastern and/or some combination of LGBTQ.

That means specially curated talent from underrepresented communities qualified to talk with you.

My recent article in Hispanic Ad [D&I This Time it's for Real...I Hope.](#)

Thought Leadership

4.

Articles we have published about talent and the ad industry.

How to Attract and Retain Talent Now [Talent is the Answer](#)

Pandemic Best Practices [Desperate Times Call for Desperate Measures](#)

Healthcare and Indies Going Strong [Two Signs of Hope](#)

Working in the Future [Implications for Ad Agencies](#)

New Opportunities in Ad Land [Remote Work and Virtual Hiring](#)

Forbes Interview: [Guidance from Top Recruiters](#)

Other relevant advertising articles: [Stanol—Ad Age Contributor](#)



Tony Stanol

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Recent Placements—Senior Level Global Recruiters of Sarasota

Position Placed	Description	Location
EVP, Account Lead Agency Holding Company	Manage Retail Division Across Agencies	New York
EVP, Executive Creative Director Full Service Creative Agency	Department Head, Partner w. CEO	Minneapolis
Head of Planning Full Service Creative Agency	Part of Leadership Team	Chicago
SVP, Director of Client Services Independent Full Service Agency	Reports to CEO	Pittsburgh
Chief Strategy Officer Full Service Agency	Reports to CEO	Minneapolis
VP, Creative Director Pure Play Digital Agency	Responsible for Several Accounts	New York
Managing Director Agency Marketing to Kids and Families	Office with Large QSR and Retail Accounts	Atlanta

Recent Placements Creative and Strategy Global Recruiters of Sarasota

Position Placed	Description	Location
Global Planning Director Mid-Sized Full Service Agency	Large Snack and Confections Account	New York
EVP, Executive Creative Director Full Service Creative Agency	Department Head, Partner w. CEO	Minneapolis
EVP, Group Planning Director Full Service Creative Agency	Part of Executive Leadership Team	Dallas
VP, Experience Director Independent Pure Play Digital Agency	Reports to Strategy Chief	Boulder
Chief Strategy Officer Full Service Agency	Range of CPG, B2B and Service Accounts	Minneapolis
VP, Creative Director Full Service Independent Agency	Primarily Responsible for Large National Retailer	Pittsburgh
Head of Strategy Full Service Agency	Leading Fast Feeder	Chicago

Recent Placements–Pharma Global Recruiters of Sarasota

Position Placed	Description	Location
EVP Global Director of Client Services Pharma Agency	Global Brand and Client Responsibility	New York Area
SVP Managing Director Pharma Agency	Multiple Brand and Client Responsibility	New York Area
Account Director Pharma Agency	Therapeutic Brands	Southern California
Program Director Pharma Agency	Data Management and Med Ed	Southern California
VP, Account Group Supervisor Pharma Agency	Digital Marketing and Thought Leadership	San Francisco
Group Account Director – Independent Multicultural Agency	Reports to President	New York
Account Supervisor Pharma Agency	COPD	New York Area

Recent Placements Multicultural Global Recruiters of Sarasota

Position Placed	Description	Location
Partner, Group Managing Director Independent Multicultural Agency	Leading QCS Account, now includes General Market Responsibilities	Los Angeles
VP, Senior Group Account Director Leading Hispanic Agency	Manage Satellite Office	San Francisco
Group Account Director Leading Hispanic Agency	To Run New Adult Beverage Account	Miami
Account Director Leading Hispanic Agency	To Run Large Telecom Account	New York
Group Planning Director Highly Creative Multicultural Agency	To Run Large Telecom Account	Miami
Human Resources Director Independent Multicultural Agency	HR Generalist	Southern California
Managing Director Highly Creative Agency	Chief of Staff to President	Miami

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