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Friday, August 8, 2008

## Kim Boyer

President, Adamson

St. Louis Business Journal

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After 18 years with Adamson, Kim Boyer became president last year of the St. Louis-based advertising agency with the largest annual billings.

In the role, Boyer is leading the company's transition from a traditional ad agency into a brand experience agency.

"In the past two years, Adamson has been reorganizing the agency, trying to set a new course," Boyer said. "My role, day-to-day, is to make sure the quality of work is excellent."

Because she is pulled into a variety of projects to help brainstorm and to improve the financial services area, Boyer says her job requires skills that are both strategic and creative.

Adamson has 18 active accounts, and their local clientele includes the St. Louis Cardinals, Save-A-Lot grocery stores and Dent Wizard. Just last year, the company had billings of \$65 million and revenue of \$7.2 million.



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Boyer, who formerly worked for **Dearborn Manufacturing** in Dallas and the Kansas City office of **Young & Rubicam Inc.**, said she is constantly learning, especially in her new role as president.

"Before, I focused more heavily on only one area at a time," she said. "Now I need to be aware of the needs of all staff and clients in order to balance them. I've really had to grow myself as president. You do a lot of listening, probably more so than when you were coming up in the ranks."

This year, Boyer said, the key objective within the company is to integrate its new Kansas City operations, referred to as Adamson West. That office is focused more heavily on digital services, which has been the company's largest area of growth. Billings for digital services saw a 30 percent increase in 2007. The Kansas City office has five employees; there are 55 Adamson employees in St. Louis.

What was your first job?

Marketing research and statistical projections for Dearborn Manufacturing. That particular job taught me that no matter what position you have in a company, you must be able to clearly communicate your information to the appropriate people.

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