



Matt White
Chairman/CEO
WHITE

In 2014 WHITE celebrated their 50th year in business and has been consistently ranked by the Washington Business Journal in the top 5 of the largest advertising agency's in the Washington DC market. The agency was founded by Jim White in 1964 as Nolan Duffy and White. In 1992 Matt took the helm of then E. James White Communications from his father and after completing a buyout renamed the agency White+Partners in 2004. In 2014 celebrating their 50th Anniversary renamed the business to simply WHITE.

Today WHITE is a digital first advertising agency. But "digital" is more than a buzzword or discussion point. It's our sustenance. It's our culture. It's how we view the world. Every client, every project is viewed from a digital first perspective. Whether it is digital media planning and buying for the Washington Nationals, campaign development for the Washington Metro or building digital engagement hubs for clients like Strayer University or Pentagon Federal Credit Union, WHITE thinks of digital first strategies that can drive sales.

Matt has been Chairman and CEO since 2004, he has vast experience in the travel and tourism industry. Matt led the agency's efforts on the AMTRAK account for 20 years, worked on Hertz, Marriott, Hilton and Virginia Tourism. The agency branded and launched the Acela Train service in 2002, won an EFFIE award for their 2007 Meet Virginia Campaign and the current work for Fairfax County CVB won two National Addy's and the Best of Show Digital at the 2014 HSMAI awards.

Matt has deep experience in the business of Washington, leading B2G campaigns for Verizon Wireless, CDWG, Litton PRC and EDS.

Advocacy marketing has been a core competency of the agency and Matt led the efforts to pitch, win and service multiple clients including the 35 million dollar "Clean Coal Campaign." ACCCE American Coalition for Clean Coal Electricity was a 6 year

campaign to defeat the War on Coal. The campaign's pinnacle was a 30 second TV spot featuring candidate Barack Obama touting "if we can put a man on the moon we can find a way to burn coal cleanly." The campaign won the 2011 Grand Marketer of Year from the Pollie Awards. The effectiveness and success of that campaign led the agency to win other government and advocacy clients including current clients The American Chemistry Council and BIO the Bio Technology Association.

As the son of a son of a Creative Director, Matt is an account guy who learned early on that hiring quality people, creating a positive work environment, and making every client feel like they are the only client was the key to building a winning team. Matt has over 30 years of strategy, account and agency management experience. Matt started his career working for Geer Dubois Advertising in New York, The Carborundum Company in Niagara Falls, NY and WBZ-AM Boston after graduating from Boston University in 1982.

Matt is a past National Board Member for the 4A's (American Association of Advertising Agencies), and is currently a member of the prestigious 4A's Government Relations Committee. He also serves on the Advisory Board for the Honors College at George Mason University and is a Board Member for The Foundation for Fairfax County Public Schools.