



# *SPEAKER BIO* **BRUNO GRALPOIS**

Co-founder & Principal  
Agency Mania Solutions

## **CONTACT**

✉ [brunog@agencymania.com](mailto:brunog@agencymania.com)  
☎ 425-999-3992 (o)  
📍 3555 SE 36TH St. #100 Bellevue, WA 98006



## **TABLE OF CONTENTS**

Biography	1
Key Professional Highlights	2
Speaking Formats	3
Previous Speaking Engagements	3
Publications	3
Company Overview	4
Authorized Photos & Logos	4

If you would like to book Bruno Gralpois for a speaking engagement or have any questions about his speaker bio, please contact: [taylorp@agencymania.com](mailto:taylorp@agencymania.com)

## BIOGRAPHY

- **Succinct** (56 words)

Bruno Gralpois, Co-founder and Principal of [Agency Mania Solutions](#), is dedicated to enhancing client-agency partnerships. With leadership roles at Microsoft and Visa, his expertise in establishing Agency Management practices has culminated in over two decades of thought-leadership. The bestseller "[Agency Mania](#)", authored by Bruno, played a key role in shaping Agency Management as a corporate discipline.

- **Short** (106 words)

Bruno Gralpois, co-founder and principal of [Agency Mania Solutions](#), is a leading figure in fostering successful brand-agency partnerships, with a background shaping agency management into a global discipline for top advertisers. As an active member of the ANA Faculty of Marketing and former chair of the ANA Client/Agency Committee, Bruno leverages his expertise to build effective relationships and drive transformational value in the industry. Bruno, also the author of the best-seller "[Agency Mania](#)," draws from his leadership roles at industry giants like Microsoft and Visa, as well as his experience with pre-IPO software companies, to provide unparalleled insight and guidance in the realm of managed partnerships.

- **Medium** (191 words)

An award-winning business leader and international best-selling author, Bruno Gralpois is considered the top industry expert and thought leader on client and agency relations. Bruno is the Co-Founder and Principal of [Agency Mania Solutions](#), a premier service and technology firm specialized in helping companies and their marketing organizations realize the transformational value of managed agency partnerships.

With a rich background that includes leadership positions at industry-leading companies such as Microsoft and Visa, as well as various pre-IPO software firms, Bruno brings a wealth of experience to the agency partnership and marketing field. His contributions extend beyond business leadership. Bruno is the author of the best-selling book "[Agency Mania](#)," which played a key role in shaping Agency Management as a corporate discipline and invites readers to build sustainable partnerships that deliver unmatched work and results.

Bruno's commitment to advancing the industry is further evidenced by his involvement with the Association of National Advertisers (ANA), where he served as the former chair of the Client/Agency Committee. He continues to serve as a faculty member of the ANA School of Marketing, conducting workshops on effective client/agency relations for the largest brands in the world.

- **Long** (362 words)

An award-winning business leader and international best-selling author, Bruno Gralpois is considered the top industry expert and thought leader on client and agency relations. Bruno is the Co-Founder and Principal of [Agency Mania Solutions](#), a premier service and technology firm specialized in helping companies and their marketing organizations realize the transformational value of managed agency partnerships.

Bruno is the former Head of Global Marketing Operations at Visa Inc., the payment giant, where he was responsible for agency partnerships, and for driving marketing excellence around the world. As Director of Global Agency Strategy at Microsoft, he developed a company-wide approach to strengthening the brand globally, driving business impact through successful partnerships. Among other noteworthy accomplishments at Microsoft where he spent a

*Continued on next page →*

decade, Bruno was instrumental in establishing Agency Management, digital marketing and CRM as central global disciplines. He received the prestigious Marketing Excellence Award from Steve Ballmer, CEO, for his continued leadership. Bruno held leadership positions in pre-IPO high-tech companies - AvenueA/Razorfish and Visio where he played a critical role in driving customer relationships using robust data, analytics and digital competencies. He is the former Head of Relationship Marketing at Clearwire/Sprint and held various senior positions in France at Hachette and the Ministry of Defense. Bruno holds a MBA in Marketing and International Business. He was appointed as French Foreign Trade Advisor for the French Ministry of Commerce and Trade in 2013.

Bruno is the author of best-seller "[Agency Mania](#)" (available in multiple languages), which played a key role in shaping Agency Management as a corporate discipline. He is the former chair of the Association of National Advertisers Client/Agency West Committee and a member of the ANA School of Marketing Faculty, conducting workshops on effective client-agency relations for the largest brands in the world.

A visionary with extensive client and agency experience, he's a highly acclaimed and regular speaker at industry conferences and company events around the world. Bruno is an active member of associations and industry forums where he contributes to increase the impact of effective client-agency relationships and brand building efforts on their company's bottom line. Bruno is a human rights advocate and adviser to Academy Award® winning actress Emma Thompson.

## KEY PROFESSIONAL HIGHLIGHTS

- Bruno has worked for or with the most prestigious companies in the world, including:  
*Microsoft, Visa, Dell, Starbucks, Mondelēz International, IBM, American Express, Nestlé, Toyota, GSK, and Novartis to name a few*
- International best-selling author of "[Agency Mania: Harnessing the Madness of Client/Agency Relationships for High-Impact Results](#)", now in its 2nd edition
- Co-Founder and Principal of [Agency Mania Solutions](#), a premier service and technology firm headquartered in Bellevue, WA, specialized in helping companies and their marketing organizations realize the transformational value of managed agency partnerships
- Former Head of Global Marketing Operations at [Visa](#), the payment technology company
- Extensive corporate and agency experience, giving him a unique perspective
- Held executive level positions at other category leaders incl. Razorfish, Visio, Clearwire/Sprint
- Former Director of Global Agency Strategy at [Microsoft](#) where he spent 10 years
- [Forbes Business Council Contributor](#)
- Recipient of numerous awards including the prestigious Microsoft Marketing Excellent Award from Steve Ballmer, CEO
- Current member of the Association of National Advertisers (ANA)'s Marketing Faculty and School of Marketing, training largest nation's advertisers on the principles of effective client/agency partnerships
- Former Committee Chair of Association of National Advertisers (ANA) Client/Agency Relations
- Instructor for the ANA's [Agency Management On-Demand Multi-Media Training](#) (only available to ANA members)
- Appointed French Foreign Trade Advisor by the French Ministry of Trade & Commerce
- Regular speaker at industry events. Past speaking engagement span the globe (Paris, London, Tokyo, Beijing, New Dehli, Madrid, Singapore, Hong Kong, Sydney, etc.) and the United States for numerous global companies and key industry associations
- Human rights advocate. a pro bono adviser/producer for international award-winning photographer Nick Haddow and two-time Academy Award® winning actress Emma Thompson and her UK-based human rights organization, the Helen Bamber Foundation.

## SPEAKING FORMATS

Bruno is available for a number of speaking engagement formats based on audience needs and client specific objectives or expectations:

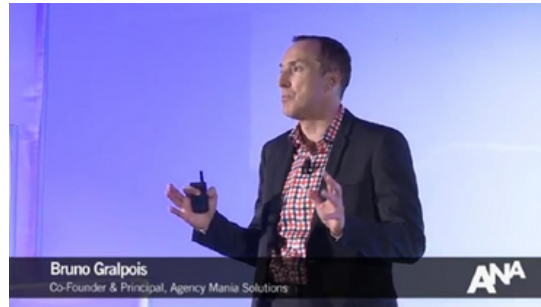
[Keynote address](#)

[Executive retreats](#)

*Lunchtime break-out sessions*

*On-site seminars or workshops*

*Webinars*



## PREVIOUS SPEAKING ENGAGEMENTS

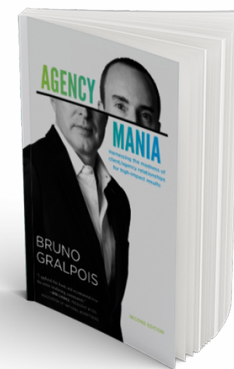
- Out with Ratios, in with Smarter Budget Decisions, Webinar, ANA – 2024
- Agency Roundup – Beyond the Surface, Webinar, World Federation of Advertisers (WFA) – 2023
- The Fast Moving, Crazy World of Advertising and AI, ENSEC School Nantes – 2023
- Alignment and Transparency Among Marketing, Procurement & Finance, ProcureCon Pannel Discussion – 2021
- Sample keynote by Bruno Galpois at past industry events:
  - [Innovation in Advertising](#)
  - [Building Client-Agency Relationships that Thrive](#)

## PUBLICATIONS

**Book:** *[“Agency Mania: Harnessing the Madness of Client/Agency Relationships for High-Impact Results”](#)*

Why do some client/agency relationships thrive while others fail? At a time of unprecedented change and complexity in marketing and advertising, Agency Mania will transform the way you look at client/agency relationships and invite you to build sustained partnerships that deliver unmatched work and results.

The world of marketing is a trillion-dollar industry and is changing at a drastic pace. The advertiser/agency relationship is under incredible pressure. Some may argue it's even broken. The future of the advertising industry is uncertain. The entire marketing ecosystem is being tested. What will the agency of tomorrow look like? What competencies will agencies need to build? How will they deliver greater value to their clients? Similarly, how will advertisers reap the



*Continued on next page →*

benefits agencies bring to their table? How will they become better clients? How will they set their partnerships up for success?

In *Agency Mania*, partnership guru Bruno Gralpois demonstrates that these partnerships, once managed professionally, have remarkable transformational value and measurable business impact. The author shines a bright light on the insanity of advertisers and agencies failing to work optimally together or hold each other truly accountable. Building a successful long-term advertiser/agency partnership requires a robust set of competencies and operating principles. *Agency Mania* shows you step-by-step how it is done.

- [Second Edition book ordering information](#)
- [AdWeek review](#)
- [Amazon author bio](#)
- Yearly Summary - [Industry Update Booklet](#)
- A number of Bruno's [thought-leadership articles](#) have been published in the US and in Europe (Forbes, ANA, 4A's, Marketing Procurement iQ, and more).

## COMPANY OVERVIEW

[Agency Mania Solutions](#) is a premier agency relationship management solution provider with top tier clients and industry leaders including Warner Bros. Discovery, AT&T, Gilead, Dell and Discover. We tailor professional services, tools and technology to help companies fully leverage their agency relationships and turn them into a competitive edge. Our clients' marketing organizations become far more efficient—and far more effective. We believe that stronger relationships simply yields better marketing.

The company was founded by three industry leaders in their respective fields: Bruno Gralpois, Teri Wiegman, and Shaun Wolfe. Bruno Gralpois is the author of international best-selling and industry reference "[Agency Mania: Harnessing the Madness of Client/Agency Relationships for High-Impact Results](#)", the former head of Agency Management at Visa and Microsoft and an active faculty member of the Association of National Advertisers (ANA) School of Marketing on building effective client/agency relations. We are headquartered in Bellevue, Washington.

### Awards:

- Top 10 Most Influential Companies of the Year, The Fortuner Hub – 2023
- Top 5 MarTech Companies to Watch, EIN Presswire – 2022
- Stratus Award – Cloud Computing, Business Intelligence Group – 2021
- Organization of the Year – Advertising Technology, Business Intelligence Group – 2021

## AUTHORIZED PHOTOS & LOGOS

Additional photos & logos available upon request.



**AGENCY MANIA<sup>SM</sup>**  
**SOLUTIONS**  
Strategic Partnerships Delivered.



**AGENCY MANIA<sup>SM</sup>**  
**SOLUTIONS**

[Download Photos](#)

[Download Logos](#)