



Mark Hanes

V.P., Communications and Social Media

A results-driven marketing leader, Mark brings 20 years of brand marketing, public relations, and advertising agency experience to the New Breed w team. Most recently, Mark has helped accelerate the growth of early-stage start-ups via

effective strategic marketing and public relations campaigns, has designed and executed client thought leadership positioning strategies, which include media interviews, contributed bylined articles, and earned media placements in top national, regional, and local media outlets.

Mark previously specialized in developing successful Customer Relationship Management programs while with Verizon Wireless, leveraging big data and analytics for customer analysis, segmentation and targeting, and ongoing performance measurement. Mark was also instrumental in the placement, launch, and monetization of mobile advertising on the Verizon Wireless network. Concurrently, he was the cross-functional product lead of the team that launched the company's first home-screen mobile advertising and messaging application.

Prior to his tenure at Verizon, Mark's career focused on strategic media planning within the top advertising agencies in the world, including Ogilvy & Mather, Foote, Cone & Belding, and Grey Global Group.

Mark holds a B.A. in Communications from Pennsylvania State University.