



Esther Fabian
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Esther's understanding of marketing communications is as good as it gets. As "the client" for many years – before joining Hart, she was associate vice president for branding and creative services at The University of Toledo and its hospital, UT Medical Center. She brings customer perspective and service expectations to her current role as senior account executive. Now on the "inside," Esther maximizes this expertise in the management and coordination of branding and creative services for clients like ProMedica. From creative, video and digital to media, social and account service, she oversees all the efforts to ensure that messaging that is effective and true to a client's brand.