

STEVE HANSON

Steve Hanson is a digital marketing pioneer and a video visionary. When he established Hanson Productions in 1991, the firm was specializing in film and video production. In 1996, he renamed the company Hanson Inc., as Internet use was in its infancy. As online commercialization took root, Steve saw the unlimited potential of interactive marketing for his clients. Under Steve's guidance, the interactive group joined Hanson's expert video and live production staff to create a formidable, full-service digital agency.

Steve began his career as a photojournalist. While working for a regional newspaper, he took on additional freelance work that was published by United Press International, the Associated Press, Time, Newsweek and Sports Illustrated. Steve further honed his communication skills as Assistant Director of Public Relations for BGSU, as the university photographer. From public relations, Steve segued into advertising and sales promotion as a producer for film, video and multimedia presentations at Stephenson & Taylor, before becoming one of the founding partners of Packo, Mitchell, Hanson, & Comer.

Steve's other creative passions beyond the agency are rooted in story telling and cinema. In 2009, he led a group that secured the film rights to "The Prophet" by Kahlil Gibran, one of the bestselling books of the 20th century. The animated film previewed at the Cannes Film Festival and later premiered at The 2014 Toronto International Film Festival.

An overarching priority for Steve has always been the nurturing and strengthening of client partnerships. He oversees Hanson's executive management team and directs the company's long-range vision.

"My job is to make sure our clients get the very best of what we have to offer, which is a lot," Steve says. "I help them look beyond their day-to-day business to figure out what market conditions can impact them the most. We then determine which new technologies can positively impact their bottom line. This approach, I believe, has helped us forge immensely successful and rewarding client relationships and made Hanson a significant presence in our field."

Throughout his career, Steve has made generous contributions of time, money and/or professional services to a varied list of regional community organizations, including: The Toledo Fire Department, The Ability Center, The Sight Center, BGSU, TEDxBGSU, The Toledo Museum of Art, SunBridge Academy, and The ProMedica Foundation as a Mission Partner.