



**Michael Hirsh, Account Director
Hanson**

I've always loved brands. Probably because I'm a child of the 80s. I love seeing what makes people buy the brands they do. Which brands they'll proudly display, and what they think that says about them.

In my 15+ year career, I've been fortunate to work with a number of top-flight brands I'm proud to be associated with. Currently, I lead a great team at Hanson developing digital innovation and marketing strategies for OI, The Blade and a number of other local and national clients. Prior to moving to Toledo, I spent 10 years in Chicago leading integrated marketing teams at TRIS3CT (now MatchMG) and Arc/Leo Burnett, delivering programming for dozens of brands including Slim Jim, Orville Redenbacher's, Cottonelle, Scott, Pantene and Head & Shoulders, to name a few.