

AD PERSON OF THE YEAR



AMY PACKARD BERRY

CHIEF DYNAMO | DIGITALWIRE360

Most agencies have CEOs or COOs, but DigitalWire360 has a “Chief Dynamo,” and that exactly describes founder Amy Packard Berry. After a career working at top agencies including J. Walter Thompson, Integer, Razorfish and Havas, she opened the Phoenix-based agency in 2013.

The fearless leader has over 20 years of experience in the industry, leading marketing campaigns for global brands including Ford, Beam, MillerCoors, and Sprint, in addition to working with more than 150 companies across the US.

Excelling in entrepreneurial environments that include strong leadership, insight, and cutting-edge innovation is where her fearless energy shines. Her multifaceted expertise in traditional, digital, and social media has led to an award-winning agency and “Best Places to Work” multiple years.

The impact of Amy’s leadership goes beyond her agency. A three-year tenure as President of AAF Phoenix Ad Club has brought the Valley’s advertising industry together, shifting from a culture of competition to one of solidarity and shared goals.

Amy earned dual bachelor degrees in marketing and communication from Miami University and is a graduate of the Wharton Business Executive Leadership Program.

PREVIOUS RECIPIENTS

2019 Dave Robb	1989 Bill Lavidge
2018 Scott Harkey	1988 Rolf Normann
2017 Ted Anderson	1987 Dan Pollick
2016 Mirja Riestler	1986 Jim Hutelmyer
2015 Kristin Bloomquist	1985 Win Holden
2014 Mark Anthony Muñoz	1984 Mary Morrison
2013 Beau Lane	1983 Karen Dewall
2012 Matt Owens	1982 Bill Owens
2011 DD Kullman	1980 Don Hildebrandt
2010 Park Howell	1979 Bob Reade
2009 Fran Mallace	1978 Ardelle Whitehead
2008 Chris McMurry	1977 Kenneth Patton
2007 Roger Hurni	1976 Marlene Koltz
2006 Jos Anshell	1975 Daphne Dicino
2005 Tim Riestler	1974 Pat Poulson
2004 Karen Kallet	1973 Maurie Helle
2002 David Anderson	1972 Bob Bulla
2001 Barbara Lehman	1971 Sherwin Block
2000 Brian Landauer	1970 Lou Reynolds
1999 Marty Laurel	1967 Duncan Jennings
1998 Dee Courtwright	1966 Charles Pine
1997 Louis Moses	1965 Hal Metcalf
1996 Carl Eller	1964 Bob Zacher
1995 Ed Lane	1963 Mary Simunich
1994 Ray Artigue	1962 John Redfield
1993 Liz Topete-Stonefield	1961 Mildred May
1992 Ron Bergamo	1960 Avis Garland
1991 Jim Taszarek, Sr.	1959 Andy Chuka, Sr.
1990 Walt Selover	