



**LAWRENCE & SCHILLER**

# outthink. outdo. outperform.

Lawrence & Schiller is a team of unstoppable, creative problem solvers that helps clients see business results through marketing. We use insight-driven campaign strategies to connect with consumers and deliver proven ROI for clients.

## category experience

### TOURISM, TRAVEL & HOSPITALITY

South Dakota Tourism  
Travel & Tourism Research Association  
Visit Roseville  
BlackHillsVacations.com  
Liv Hospitality  
Rapid City Regional Airport  
Deadwood Chamber

### FOOD & BEVERAGE

Pizza Ranch  
Taco John's International  
HuHot Mongolian Grill  
Orion Food Systems / Hot Stuff Pizza  
CherryBerry Frozen Yogurt Bar  
Krispy Kreme  
Arby's

### HEALTH & WELLNESS

Sanford Health  
Profile  
USA Triathlon  
Monument Health  
Everist Health  
CHRISTUS Health Plan  
UnityPoint St. Luke's

### EDUCATION

Iona College  
Dakota State University  
Marymount Manhattan College  
Southwest Minnesota State University  
Southeast Tech  
Concordia University, St. Paul  
Clarkson College

### RETAIL

SCHEELS  
Cufflinks.com  
Lewis Drug  
Dakota Seafood  
Greenberg's Jewelers  
Push Pedal Pull  
Berkley / Pure Fishing

### FINANCIAL SERVICES

First PREMIER Bank  
JNBA Financial  
MetaBank  
Marsh & McLennan Agency  
Great Western Bank  
South Dakota Department of Revenue  
Ameriprise Financial

## capabilities

consumer insights and research, brand strategy, data intelligence, design, media strategy and placement, social, website development, video, content production, public relations, business consulting

## leadership

**SCOTT LAWRENCE**  
CEO / Partner

**JOHN POHLMAN**  
Chairman / Partner

**DAN EDMONDS**  
Partner

**MARK GLISSENDORF**  
Partner

**RYAN BUDMAYR**  
VP of PR & Business Development

**LAURA MITCHELL**  
VP of Marketing

**TRACY SAATHOFF**  
VP of Strategy

**KRISTY LAUE**  
VP of Creative

**RYAN GARDNER**  
VP of Finance

**JAMIE HEGGE**  
VP of Client Service

## recognition

Our work has been nationally recognized with American Advertising Awards, W3 Awards, Telly Awards, Aurora Awards and industry-specific honors like the Mercury and Destiny Awards (tourism), Aster and HMN Awards (health) and Pollie Awards (political).

L&S was also named a Best Place to Work by Prairie Business.

## agency stats

**LOCATIONS:** Minneapolis, MN | Sioux Falls, SD

**EMPLOYEES:** 59

**HOMEGROWN AND INDEPENDENTLY OWNED**

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## let's work together

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