

Jennifer Appleby
President & Chief Creative Officer
Wray Ward

Starting with the agency in 1993 as senior art director, Jennifer Appleby quickly moved up the ranks to creative director, garnering top industry awards along the way. She now serves as president and chief creative officer, spreading her enthusiasm, focus and creative thinking to all areas of the organization. Prior to joining Wray Ward, Jennifer served in creative leadership positions for several prominent Charlotte agencies. Her account experience is extremely broad, ranging from huge banks to cool soft drinks.

Jennifer is passionate about giving back to the community, and our agency has contributed thousands of hours in pro bono campaigns to causes such as United Way of Central Carolinas, Goodwill Industries, the Arts & Science Council and many more. In keeping with this philosophy, Jennifer serves on numerous community boards including the Arts & Science Council, Goodwill Industries and Charlotte Center City Partners. Meanwhile, she remains intimately involved in building our clients' brands, bringing a keen sensibility to one initiative after another and actively engaging in the work of every department.

Named 2008 Business Woman of the Year by Queens University's McColl School of Business, she has won the Charlotte Ad Club's Silver Medal Award, the Women in Communications' ACE award and the *Charlotte Business Journal's* Women in Business Achievement Award.