



spring13

Bronwen Kennedy **Executive Creative Director/Founder** Biography



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Bronwen Kennedy’s impressive career was launched in top advertising agencies in Washington, D.C., and New York City. At Earle Palmer Brown, RTC and Young & Rubicam Brands, she spent more than a decade as lead Creative Director for national and global clients, such as FedEx, Blue Cross Blue Shield, Weight Watchers, TimeWarner, GlaxoSmithKline, Bristol-Myers Squibb and numerous others.

In 2006, with more than 25 original television commercials and a multitude of credits to her name, Bronwen stepped away from her position to found and execute a larger vision: Spring13, a marketing agency designed to streamline creative processes, facilitate direct client interaction and eliminate excess overhead – in short, an agency that produced unmatched work without any barriers or bureaucracy.

Spring13 quickly grew into a dynamic, multifaceted agency, with Bronwen as owner and Executive Creative Director. In addition to its unique business model, the agency has garnered industry recognition and esteemed awards for its ability to translate business subtleties and nuances into innovative marketing across all media channels. Proprietary branding, original corporate identities and fresh, creative campaigns have drawn notable clients that include National Geographic, 3M, Discovery Education, Highline Wealth Management, Financial

Services Advisory, ProCure Cancer Treatment Centers, FBB Financial Capital Partners, Greenloons, The GateWay Arts District, NASDAQ and many more.

To those who know Bronwen, Spring13’s success is no surprise. Her talent, leadership, drive and business acumen have long commanded industry respect, and her remarkable career is backed by a prestigious creative education: Parsons School of Design in Paris, France; American University and The Corcoran College of Art and Design in D.C.; the School of Visual Arts in New York City; and direct tutelage under Milton Glaser, co-founder of New York Magazine and renowned designer of America’s most respected brands. She is regularly solicited as a guest speaker and has upcoming engagements with the Washington Post and the Washington, D.C., Ad Club, the area’s premier industry organization since 1918.

Off the job, Bronwen enjoys worldwide SCUBA trips and being actively involved in her two young children’s lives. Though she and her husband both own and operate successful businesses – his in film and television – they often find time to pack up the family for another trip or adventure. With dual Australian/American citizenship and fluency in French, Bronwen continues to chase her passion for international travel, while still embracing all the metro D.C. area has to offer.

Visit Spring13.com to learn more.