

INDIE AGENCY NEWS TOP 40

CATEGORY: MISFITS

WHO WE ARE

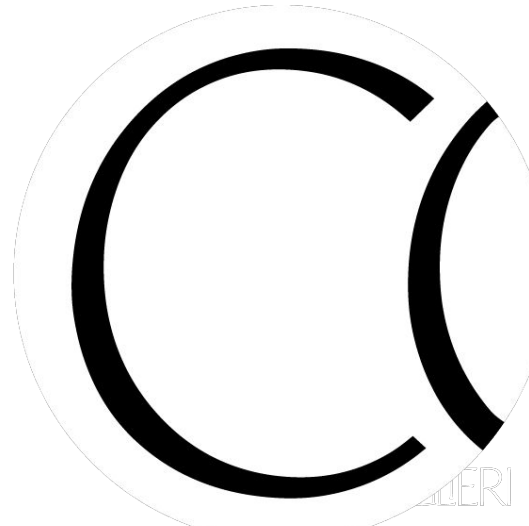
WHO WE ARE

Consiglieri was founded on a defining moment when its creators, Michael Miller, Tiffany Holland, and Chris Noble realized that even industry giants require strategic internal support to empower their CMOs and tackle operational complexities. This revelation led to the birth of Consiglieri, a consultancy crafted to be a strategic partner, not merely a service provider.

True to our name, we act as trusted advisors, much like the "consigliere" in "The Godfather," who serves as a top advisor and counselor. This role resonates with our ethos of guiding CMOs through strategic challenges, connecting marketing and media experts with today's top creative talent, and modernizing marketing operations.

Submitting for the Misfits category, we challenge traditional norms by rejecting the outdated, one-size-fits-all marketing model. Instead, we offer a tailored approach that embeds us fully within our clients' teams.

In an industry where traditional agency models are being challenged, consultancies like Consiglieri have emerged as a necessary alternative.



MEET THE FOUNDERS



Michael Miller is a highly accomplished creative leader with a 20+ year career in developing unique creative and brand strategies for the world's top companies.

As the co-founder of Consigliieri, Miller leads the creative vision, narrative strategy, and digital experience for influential companies, providing honest counsel and enhancing marketing output. He has led notable projects such as T-Mobile's digital brand modernization, Delta Air Lines' digital transformation, and more.

Michael recently served as a Final Round Judge for the 2025 Effie Awards.



Tiffany Holland's 20 years of experience in strategic marketing is defined by a passion for digital transformation. Leading successful campaigns for major brands such as T-Mobile, Nordstrom, Volkswagen, and Subaru, Tiffany now drives client-facing marketing strategy at Consigliieri and builds growth-oriented operational models for world-leading companies like Google, Adobe, and Microsoft.

Her commitment to community impact stretches beyond her professional life, with her service in Creative Ladder, Youth in Focus, New Flight, and more.



Chris Noble is a seasoned marketing professional with an ability to blend management, strategy, and collaboration to drive his teams towards success. At Consigliieri, his mission is to modernize marketing within large organizations by prioritizing essential strategies over outdated practices.

Having managed renowned brands at top agencies, Chris believes that the greatest brand successes come from a small group of passionate, experienced marketing experts who prioritize innovation. Chris was recently named a 2025 ADWEEK 50 Honoree.

TESTIMONIALS

CLIENT TESTIMONIALS

"Consiglieri is an invaluable partner for our team, providing innovative thinking and impactful solutions for our biggest challenges. I bring them into any situation that needs a thoughtful, innovative or fresh approach... They're my 'secret weapon squad' allowing us to accelerate change and impact." - **Adrienne Lofton, VP of Global Consumer Marketing at Google**

"From day one, Consiglieri felt like part of our team. They dove right in, quickly understanding what mattered to us most, and helped bring clarity, efficiency, and structure to our growing organization. Their strategic approach, attention to detail, and ability to turn challenges into opportunities made all the difference. Honestly, they've been a key driver of our success—we couldn't have done it without them." - **Senior Director at Expedia Group**

"Thanks to Consiglieri, we've experienced the power of using the latest Generative AI technology to create memorable content that resonates with our target customer and its potential as part of our content development strategy." - **Angie Snyder, President at tokki**

SUPPLEMENTAL MATERIALS

PRESS, PODCAST, THOUGHT LEADERSHIP

Consiglieri is an expert voice in the creative industry, sharing our perspective on leadership, career pathways, and community impact through featured press, podcast interviews, and thought leadership.

Press:

- [CMO Shakeup: Turning Potential Turmoil into Triumph for Your Agency](#)
- [4 truths CMOs must learn about generative AI in marketing](#)
- [How automation can make performance marketing more efficient - without sacrificing creative](#)
- [How to sell creative ideas to risk-averse clients](#)
- [Inside AI's growing role in agency reviews—how it is transforming the pitch process](#)
- [72 ad execs predict 2025 marketing trends—and what they want for the industry's future](#)
- [Why is the creative bad? The call is coming from inside the house.](#)
- [How to recruit and retain Gen Z advertising employees](#)
- [Inside LinkedIn agency searches—and the critical information brands are failing to communicate](#)
- [Why loyalty programs should move beyond points and perks](#)
- [The ADWEEK 50 of 2025: Industry Leaders at the Top of Their Game](#)

Podcasts:

- [The Making of a Marketer](#)
- [Copacino Fujikado: Playing Offense](#)
- [Breaking and Entering](#)
- [Face of Marketing](#)
- [Own It](#)
- [Inspiring Futures](#)

Insights:

- [The Evolution of the CMO Role: Embracing Operational Excellence](#)
- [Bridging the Gap: How to connect social media interactions to business growth](#)
- [The Reality of Artificial Intelligence](#)
- [Building Intentional Brands That Last: A Conversation with Katie Dreke](#)
- [Top 5 Things Next-Gen Marketers are Seeking from Their Ideal Job](#)
- [Better Feedback, Better Creative: The Missing Link Revealed](#)
- [The Hidden Growth Engine: Why Your Communications Team is Your Greatest Untapped Asset](#)
- [Benefits That Actually Benefit Your Employees](#)

COMMUNITY IMPACT

Consiglieri is deeply committed to creating meaningful opportunities for young people in our communities, leading and supporting initiatives that provide arts education, career training, and creative industry access through organizations like Youth in Focus, Creative Ladder, and New Flight.

Youth in Focus

- Supported the delivery of 860 hours of high-quality arts education programming, helping teens explore photography and creative expression
- Attendance in person at the Youth In Focus Seattle offices
- Through strategic collaboration with partner programs, we've helped engage 249 young people in meaningful, community-based creative learning
- Our work at Youth in Focus reflects a deep commitment to access, empowerment, and long-term investment in the next generation of artists
- Supporting equitable access to youth development opportunities through programs such as: after school programs, summer camps, etc.

Creative Ladder

- Title sponsor of the Rising Leader Academy Spring 2025 Cohort
- Mentorship from 10+ members of the Consiglieri team
- Led "Coaching Your Team to Solve Problems" learning session
- Recipient of Creative Ladder's 2024 Champion of Elevation, Equity and Inclusion Award
- Sponsored two alumni cohort members to attend the 2025 Cannes Lions Festival
- Participated in meet and greets, RLA graduation, anniversary event, and other engagement activities
- Leveraged our network: Connecting ALO for LA Leadership Bootcamp
- Shared ways to engage: BOLD event, virtual learning sessions/workshops, etc.

COMMUNITY IMPACT CONTINUED

New Flight

- Helped expand program access by facilitating partnerships, including with 100 Black Men LA bringing New Flight to 15–20 high schools, reaching over 600 students
- Virtual attendance and active involvement in providing feedback & being apart of their voting panel for student's work
- With our support, 163 students actively participated in New Flight during the 2024–2025 school year, with 4 seniors successfully completing the program
- Leveraging our internal network to share insights to students on their career journey and skills that have helped them succeed
- Title Sponsor & Intro Speaker of the annual Award Ceremony
- Our contribution supports gift card awards for student participants and project winners, student grants and meals, event execution, and operational support
- Played a hands-on role in shaping the program experience, supporting curriculum development, logistics, and key partnerships that ensured the nonprofit's successful execution
- Providing tools and resources that help drive the organization forward through consistency and seamless execution
- Supporting accessible opportunities through scholarships supporting students journey into the creative economy

CONTACT

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