



OWNERSHIP TEAM

Mark “Dill” Driscoll, Chairman and Founder

Internationally recognized as an experiential marketing pioneer, Dill has founded several of the industry’s breakthrough outfits such as World Sports Promotions, McCann Event Marketing and Momentum Worldwide. Today, he is the driving creative force behind McWhorter Driscoll, LLC (the holding company for *ignition* and its subsidiaries). True to his mantra, “bring brands to life in the streets, everyday, everywhere,” Dill and his teams have traveled to more than 60 countries on five continents to activate some of the biggest brands in the world.

In Lake Placid, New York, Dill's first venture was in retail with Equipe Sport, a one-of-a-kind sporting goods store, where he created the world's first indoor track for customers to experience the new Nike Waffle shoes. It was here that Dill first started connecting brands with consumers.

World Sports Promotions kick-started his marketing career, where he brought Busch Beer and the mountains to the people by building ski ramps in city parks throughout the U.S., and later abroad. McCann Erickson later acquired World Sports, which became McCann Event Marketing. After five years at McCann Event Marketing, Dill launched another experiential marketing agency, Momentum, which was also purchased by McCann Erickson.

Recently, Dill was named an Entrepreneur-in-Residence at University of Georgia’s Terry School of Business, where he will work with the faculty to add his input to the entrepreneurship department, providing opportunities for students who wish to learn more about starting their own business.

Susan McWhorter Driscoll, Founder and CEO

Susan founded McWhorter Driscoll, LLC in 1997, along with her business partner and husband Mark “Dill” Driscoll. As the enterprise has grown, Susan has maintained responsibility for the financial planning and management of each company under the McWhorter Driscoll umbrella.

Susan began her marketing career at The Coca-Cola Company after receiving her masters in marketing research from The University of Georgia. She spent 10 years at Coca-Cola, amassing numerous successes: She led the commercialization team of the 20 oz. plastic Coca-Cola Contour bottle for Coca-Cola USA, was named one of *Ad Age*’s top 100 marketers in 1994, and directed the marketing for the Coca-Cola sponsorship of its first-ever Olympic Torch Relay in 1996. The Relay served as the stepping-stone to the founding of *ignition*.

Susan serves on the boards of the Irwin County Chamber of Commerce and Ruth’s Cottage, an organization that helps abused women and children.

Mike Hersom, President

As president of *ignition*, Mike oversees day-to-day operations and drives business growth for the company. A true believer in sustainable marketing, Mike is currently leading the development of the experiential marketing industry’s first set of sustainability standards, as well as implementing environmental reduction and offset programs for existing client activations. He has more than 20 years of experiential marketing experience, beginning with the Busch City Ski program in 1985.

Throughout his tenure at *ignition*, Mike has been involved with nearly every facet of the business, including account management, field and tour management, production and logistics, staffing, and market intelligence. Prior to becoming president in 2007, he headed the Global Projects Group, working in more than 60 countries.

Mike's signature projects have included the Athens 2004 International Olympic Torch Relay, the Indy Racing League Fan Experience and Vodafone Test Track program (leveraging Vodafone's sponsorship of the Ferrari F1 team), the Live Earth concert series in 2007, and in 2006 the first ever worldwide tour of the authentic FIFA World Cup Trophy. In 2007, he led the international production of the inaugural around-the-world-on-foot running event for non-profit Blue Planet Run Foundation.

Prior to *ignition*, he was the division experiential marketing manager for Coca-Cola Southern Africa from 1997 to 2001, where he oversaw programs for 10 countries. From 1993 to 1996, Mike worked at Momentum and McCann Erickson Event Marketing.

Cindy-Ann Hersom, CMO

Cindy-Ann (CA) brings to *ignition* more than 15 years of international marketing communications experience that spans diverse corporate and agency leadership roles. Most recently, CA served as a global marketing director for The Coca-Cola Company where she co-led the development of the company's first system-wide sustainability marketing platform. That program's focus on social and environmental marketing partnerships is central to her present role at *ignition*, where she leads the integration of sustainability programming and communications into all client activations, and creates global cause marketing platforms.

CA spent four years with *ignition* during the agency's inception, leading strategic planning on international programs such as the FIFA World Cup, Coca-Cola/IOC Olympic Youth Program and the Athens 2004 International Olympic Torch Relay.

Her tenure at Coca-Cola began in 1996 when she was appointed as South Africa's first senior external affairs manager, leading multiple brand and property activations across 10 Southern African countries. She served in key leadership positions on several high-profile initiatives, and spoke on behalf of Coca-Cola at the World Economic Forum on Africa (1999) about the importance of private and public sector partnerships in times of humanitarian need.