

## VI Marketing and Branding

VI Marketing and Branding has been part of the Oklahoma business community for more than 30 years. The full-service marketing communications firm prides itself on providing creative solutions to the modern-day brands' greatest marketing challenges, while specializing in a broad range of advertising services, including digital marketing, strategic planning, branding, public relations, social media and more.

Founded in 1989, this Google Premier Partner agency's dedication to client success is matched only by its commitment to its employees and company culture. Employee-led committees, partnerships with employee development groups like GiANT

Worldwide, and third-party survey data from Energage are just a few tools utilized by VI to cultivate and refine award-worthy company culture.

"All of the women leaders at VI have more than earned their positions and are operating at a high level as evidenced by our recent success," Tim Berney, CEO of VI Marketing and Branding, said. "When empowered, women achieve great things. I am very proud to have so many high-achieving women leading our company."

Women represent 75% of director and executive positions. VI has been very intentional about providing an equitable workplace that allows employees to be their best at work and in their personal lives.

VI offers on-the-job leadership and management training for all employees. This mentoring program allows employees to gain experience by meeting with a senior leader weekly or biweekly for a three-month period. They can learn about specific job-related tasks or discuss leadership skills and goals.

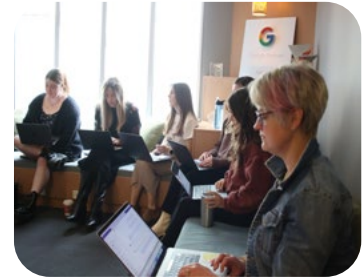
"VI provides an exceptional workplace environment where women are valued and supported," said Chelsey McKnight, group account director. "I will never forget the incredible support

I received during my paid maternity leave and my transition back to work as a new mom. I'm incredibly proud to work for this company."

"VI has shown me how a workplace can thrive when it values and invests in the women working there," said Valerie Trammell, group account director. "The strong influence of women in leadership has set an example of collaboration, trust and respect at work, which means so much to me personally. I'm honored to work in an environment where you're encouraged to bring your whole self to work, not to hide or neglect the particular experiences – especially as a woman or mother – that make you unique."



*The VI Marketing and Branding team.*



*A VI Marketing and Branding meeting.*