

# Goodway Group Appoints Agency Veteran, Laurel Collins, as VP of Media Planning



The global digital marketing and ecommerce leader joins Goodway Group to align clients' business strategies to media plans

NEWS RELEASE BY GOODWAY GROUP

**New York, NY | March 15, 2022 10:00 AM Eastern Daylight Time**

Goodway Group, a leading data-driven and technology enabled digital media and marketing services firm, has appointed industry veteran Laurel Collins as Vice President of Media Planning. Collins will oversee the media planning function at Goodway Group, establishing best practices for optimizing media investments to support clients' business strategies and goals.

In her new role, Collins will be responsible for discerning how the agency can best implement clients' media strategy at a tactical level to increase performance. This will include partnering with the other leadership team members across strategy, customer experience, and activation to streamline internal processes. Collins will also work closely with the Media Planning teams to craft plans that consider the right audience profile, environment and time to expose them to key messaging, as well as the strengths and limitations of different media channels and conveying the strongest messages. Under her leadership, Goodway Group planners will have access to the support and tools necessary to develop, execute and measure client projects and campaigns effectively and efficiently.

"This is an exciting time in Goodway Group's trajectory. As a long-time follower of the company's success and, at times, a client, I have always been impressed by the high-performing leadership and work," said Collins. "I look forward to working alongside Goodway Group's team of media planning experts to develop award-winning, data-led integrated media plans that solve clients' complex problems, drive growth and exceed their business goals."

Collins joins Goodway Group with more than two decades of experience leading high-performing, cross-functional teams of experts in paid search, paid social, programmatic, connected TV, ad ops and analytics. A performance media and digital branding strategist, she brings with her a proven track record of building teams and exceeding aggressive revenue targets through ecommerce strategy and cross-functional digital and data expert integration. Collins will report directly to Jay Friedman, President, Goodway Group.

Previously, Collins served at Publicis as National Head of Digital & Technology before being appointed to establish Publicis Media's Commerce consulting practice. Prior to this, she was National Head of Digital for Dentsu Australia. Her senior leadership roles in both holding companies and boutique agencies have driven the growth for household brands such as Samsung,

Energizer, Oakley, Aldi, Fiat Chrysler Jeep, Prodigy Education, University of Phoenix, Care International, Reckitt Benckiser, Diageo, Bayer and many others. As VP of Media Planning, Collins will tap into this experience to provide a streamlined guide for structured media expansion.

"Laurel has extensive expertise in digital marketing operations, digital transformation consulting and maximizing global teams to drive solutions. As we continue expanding our media strategy, she will be instrumental in positioning our planners as elites in the industry and further cementing Goodway Group as a strategic and thoughtful planning partner," said Jay Friedman, President of Goodway Group. "We are thrilled to have such an innovator join the leadership team and help drive growth for Goodway Group and our clients."

## About Goodway Group

**Goodway Group is a leading data-driven and technology enabled digital media and marketing services firm with teams** in the U.S. and the UK. Our diverse team of digital strategists, media practitioners, technologists, and data scientists have won the most prestigious awards for innovative marketing technology, impactful work, and inclusive remote-first places to work including being honored as a multi-year Ad Age Best Places to Work, AdExchanger's Best Use of Technology by an Agency Award, and two MarTech Breakthrough Awards. The firm deploys deep expertise across both consumer and B2B marketing, including brand-performance advertising, retail media and commerce, and advanced analytics using proprietary digital programmatic technologies, data, analytics methodologies, and consultation. Goodway Group is an independent and remote-first media and marketing services firm with a 90+ year history. Find Goodway Group online at [goodwaygroup.com](https://goodwaygroup.com) or follow us on **Facebook**, **Twitter** or **LinkedIn**.

Goodway Group. Honestly Smart Digital.

## Contact Details

### Kite Hill PR for Goodway Group

Patrice Gamble

**goodway@kitehillpr.com**

## **Company Website**

**<https://www.goodwaygroup.com/>**