



## Early influencers



### **Chad Latz**

*President, global digital media practice leader, Cohn & Wolfe, 39*

Despite being in his role for less than a year, Chad Latz has already accelerated the growth of Cohn & Wolfe's global digital media practice, which represents some of the biggest brands in the world, including Wal-Mart, MasterCard, and Nike. Latz has also been key in landing several new accounts, including Lincoln Financial. He has advanced C&W's own digital strategy, which has expanded its social media presence. Latz previously spent 10 years at Ketchum, where he founded Ketchum Interactive and helped establish Ketchum Digital. Prior to Ketchum, he founded the creative design and tech practice of Stromberg Consulting & Communications, which Ketchum acquired in 2004.

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