



At HERO, we create measurable marketing programs built around target audiences—who they are, what motivates them, and how they prefer to be contacted. And whether it's digital, traditional, social, or an integrated cross-channel program, we never lose sight of our clients' desired outcomes. We believe that's why every client of ours has either worked with us before, or was referred by someone who had. [Learn more at HEROmarketing.com](#)

2020 + 2021 RECOGNITION



**Inc.
5000**

**Adweek
100**

**Adweek
TOP 10 in the WEST**

SENIOR MANAGEMENT



Richard Bumgarner
Founder & CCO

- 20+ years agency experience, including Brann Worldwide and Euro/RSCG
- Prior clients include Verizon Wireless, Visa, and Blue Shield of California



Kim Johnson
EVP & COO

- 20+ years direct, data strategy, and CRM experience
- B2B and B2C pro for clients like Autodesk, E*TRADE, and Union Bank



Alex Van Wagner
Director of Client Strategy

- Client strategy & data-driven marketing expert with 10+ years experience
- Has supported Kaiser Permanente, AAA, H&R Block, and Men's Wearhouse

SOME OF OUR CLIENTS



H&R BLOCK®



MEN'S WEARHOUSE®



CLIENT LOVE

“Partnering with HERO, we've retained 7,900+ members and \$46M annual revenue.”

Marketing Director

“HERO was a great partner to our in-house agency. They really raised the bar with big ideas and strategic thinking.”

VP of Brand Marketing

“The leads we got outnumbered our annual conference. Plus, our sales cycle was cut from about 9 months to around 2.”

Product Manager

“The campaign doubled response rates, while lowering our cost-per-acquisition.”

Marketing Manager

CAPABILITIES



Digital & Direct
1:1 Programs



Data Strategy
& Analytics



Program Testing
& Optimization



Direct
Branding



Broadcast TV
& Video



Retail Materials
& Signage



Multicultural
Programs



Production &
Program Management

CATEGORY EXPERIENCE

Financial Services

Health Services & Insurance

Technology & SaaS

Retail & E-Commerce

B2B, B2C & D2C

CONNECT



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