

# Golin Announces Dawn Langeland as President, New York

*[CommPRO](#) Editorial Staff*



Dawn Langeland

Interpublic Group (NYSE: IPG) agency Golin announced Dawn Langeland's promotion to president, New York, where she will lead both Golin New York and the Brooklyn Brothers' operations. Previously, Langeland was managing director, Golin New York. Her expanded role is effective immediately, and she will continue to report to Gary Rudnick, co-CEO of Golin.

"Dawn's leadership of Golin New York has been nothing short of transformative since she joined the agency more than four years ago," said Rudnick. "She has more than doubled the New York office, while attracting tier-one clients and talent to what's now the fastest growing office in our agency. Dawn leads by example, as she's equal parts driven, compassionate, fearless and strategic. With a broader remit in New York, Dawn will undoubtedly take us to even greater heights."

In this past year alone, Langeland led Golin New York to double-digit growth, adding new clients in its healthcare, consumer and corporate practices – from pharmaceutical, to

beauty and wellness, to spirits and lifestyle brands. Her teams have been regularly recognized with industry awards and accolades, and is growing into a force in the New York market. Dawn is a seasoned, strategic counselor who specializes in building global integrated campaigns. Golin acquired Brooklyn Brothers back in 2016 as the agency's speciality creative advertising brand, and Langeland has been a key driver in offering clients earned-first ideas that span across both agency brands since that merger.

"We attribute much of our recent growth to the collaboration we have with Brooklyn Brothers," said Langeland. "So many of our competitors don't have the ability to create ideas that can easily be implemented across PR and advertising platforms, but our unique talent works together as one, fluid entity. I'm excited to continue the partnership between both agency brands so we can build even stronger offerings for our clients in New York, and across the agency."

Langeland joined Golin in 2015 and was previously consumer products sector lead, senior vice president and senior partner of FleishmanHillard.