

PR Masters Series Podcast, Episode #5 – Kass Sells



The Stevens Group is pleased to present a new podcast series that salutes the masters of public relations and revels in their observations, insights and advice to PR professionals. This new series is part of the ongoing partnership between The Stevens Group and CommPRO

to bring to PR, digital/interactive and marketing communications agencies the wisdom of those who have reached the top of the PR profession.

About Our Guest



**Kass Sells, Global Chief Operating Officer /
President of International, WE Communications**

As WE Communications' global chief operating officer and president of international, Kass Sells oversees the agency's

EMEA and APAC regions, the global development of WE's Integrated Services and Insights & Analytics efforts, along with Global Marketing, PLUS and WE company partners. In short, Sells brings together the teams and the resources necessary to deliver great campaigns across the entire media ecosystem, building enduring brand equity and business impact. A member of WE's Global Leadership Team, Sells is an agency operator who drives impressive growth across the agency and increases collaboration across international markets.

Throughout his 25+ year agency career, Sells has focused on three things: clients, people, and delivering work that changes perceptions. At TBWA Chiat/Day he created national campaigns for the nation's largest savings bank. As SVP/director of business development at DDB, he led multiple client's integrated campaigns with a mix of advertising, PR and media. At FCB, where he led the agency's Seattle and West Coast operations, he grew his advertising, digital, direct and CRM skills, leading the team that built HP's largest B2B loyalty marketing program. Before joining WE in 2015, he grew Wunderman's Seattle office into one of the agency's largest and most successful. He then brought numerous cross-functional WPP agencies together on Team Microsoft to create and land campaigns in more than 40 countries. Along the way, he led the rollout of McDonald's premium coffee, the global launch of Microsoft Surface and Xbox One, and T-Mobile's first customer loyalty program. In his time at WE, Sells has overseen teams driving integrated communications and marketing work with Volvo, Ste. Michelle Wine Estates, McDonald's, iRobot, Honeywell and driven a return to growth in North America during his three years as NA president. Throughout his career, he's overseen teams that have won Cannes Lions, Effies, ADDYs, Webby, DMA and PR Awards.

Sells serves on the board of The LAGRANT Foundation, helping to bring greater diversity to the PR, advertising and marketing industry. And as a member of the WAC 101 Club, he

raises money to support amateur athletics in the Pacific Northwest. Kass spends his spare time with family and friends outside on the waters of Puget Sound, hiking Washington's Olympic Mountains, and traveling the world.