

# Active International



**Barbara Martino,**  
Chief Revenue Officer

I've been with Active International for almost eight years, but I grew up in the advertising agency world, so I've seen how the perception and use of corporate trade has changed over the years. In the past, agencies were not sure how corporate trade worked so, understandably, there was some trepidation, but that has changed. Now companies are seeking us out.

As someone who worked closely with clients and with Active, I knew coming in that Active was a company focused on delivering the best service and results for its clients. Since that was a foundation for my career, it was a natural transition. Since my time here, Active has become a leader in promoting the professional development of its women leaders. Today, 50 percent of commercial directors and senior managers are women, an impressive number when compared with other global firms.

I've been with Active International for 20 years. My team is responsible for supporting almost every department, but we work especially close with sales to help grow the business. I love what I do because we are providing value to our clients and solving a business problem. It's a win-win model, and it's my favorite thing about working here. We are a creative and entrepreneurial organization. We listen to client concerns and structure transactions based on their needs.

**Dayna Frank,**  
General Counsel

Our focus is always on creating value. Active has a gender-agnostic culture. We have women in very important positions. Leadership decisions are made based on talent, and we have tremendously talented individuals at Active.



**Martine Pelier,**  
Managing Director, Paris

I joined Active International five years ago from PepsiCo France, where I was Director of the food division. I am currently the Managing Director in our Paris office. My first priority at Active was to refine how we operated to help us grow. Active Paris launched in 1994, but we needed to evolve with the marketplace. The French corporate trade

market had primarily worked with blue-chip companies, and we needed to grow with middle-market firms. Over the past five years, we've scaled our business, added solutions capabilities, and expanded our market. I was one of the first women on a management team at PepsiCo France, and that experience taught me a lot. Today, I strive to promote other women within our organization, because it makes a difference when there are two or three women in a group, instead of just one.

I am based in the firm's London office and work with over 150 clients to help them derive business value through corporate trade. In addition to managing client assets, I also oversee travel, event, and business service offerings, and work closely with HR to ensure we recruit and retain the best talent. Our practice thrives on curiosity and we are constantly striving to develop best-in-class solutions for our clients, across categories. It is this culture that propelled

**Gemma Atkinson,**  
Chief Operating Officer, U.K.,

me to complete an M.B.A. and to take on new challenges and advance my career. My team is both supportive and encouraging, and together, we have gathered a wealth of experience and unparalleled expertise, allowing us to offer a holistic and forward-thinking business solution to clients.



**Elizabeth Topazio**  
Executive Vice President and Chief Legal Officer, Travel

During my 20-plus years with Active International, I've worked in the legal department and, more recently, with the firm's travel and hospitality business, managing both its business activities as well as its legal affairs. Active's business is one that has changed tremendously during my tenure.

It's been an amazing transformation to be a part of. I began my career at Active working in a strictly legal capacity. About seven years ago, I was asked by management to move into a business leadership role. Knowing that I had the support from management gave me the self-confidence I needed to take that next step, especially in the travel and hospitality industry, which has traditionally been male-dominated.

# Supporting Talent, Driving Growth

I joined the Active team 26 years ago. From my first days as an associate broadcast director to my current strategic development role focusing on new client acquisition, the company has always maintained its entrepreneurial spirit. It's this culture that empowered me to help build our media practice, from 30 people two decades ago to 175 people today. We now have a robust team with expertise across traditional, digital, and out-of-home media channels, helping to deliver best-in-class solutions and services. Active has

**Karen Gabor,**  
Executive Vice President, Strategic Development Operations

supported me in my growth, both personally and professionally, and is committed to building a rewarding environment for all our employees. It's exciting to see the number of strong female executives at Active helping to lead and grow our company.



**Melissa Keller,**  
Executive Vice President, National Media

I recently joined Active International as Executive Vice President of National Media. After more than 20 years of agency life, the last nine of which were at Havas Media, what intrigued me most about a jump to corporate trade was the way Active International positioned themselves for the future. Their history is rooted in helping clients realize maximum value for their excess assets in exchange for

a commitment to purchase a future planned operating expense, such as media, retail marketing, events and hospitality, freight and logistics, and LED lighting. What I found most interesting in my talks with Active was the opportunity to take my integrated media approach and apply it to today's evolving media landscape through the lens of corporate trade. With corporate trade, the possibilities of how one can provide value for clients are only limited by one's imagination.

I have held many positions within my 23 years at Active, mostly in the media department. I have since expanded my scope to include sales and client management, and now oversee day-to-day operational activities for the company. It is Active's supportive culture that has allowed me to grow into the professional I am today. From a Master's reimbursement program to business coaching sessions and specialized training in software, there is no limit to the resources my team and I have access to. This has allowed me

**Liz Margolis,**  
Executive Vice President, Corporate Operations and Planning

to not only grow with the company, but also to develop as an individual. In the spirit of all the opportunities I've been afforded by Active, I am now working to carry on this legacy and encouraging my peers and junior colleagues to take advantage of the professional development programs Active offers.



**Elysa Gonzalez,**  
Senior Vice President of Marketing

I'm responsible for all U.S. corporate marketing activities at Active International. My primary objective is to broaden awareness of our business model and the impact it can have on a company's bottom line. Whether it's through social media, PR, thought leadership, or other communication channels, my job is to create strong brand visibility and help drive business growth.

Before joining Active 10 years ago, I'd worked at highly matrixed financial services companies and technology start-ups. Active offered the best of both of those worlds – the structure of an established organization and the excitement of an entrepreneurial company. Looking across the organization, one sees women in important leadership roles, with a strong point of view, making significant contributions to Active's growth. That's the norm here. We're all colleagues on the same team, working to serve our clients well and to create an inclusive environment.

I began my career more than 20 years ago as an assistant with the national broadcast team. Over the years, I've worked my way up, thanks to the opportunities that Active has provided. I now spend most of my day working with our media vendors, helping them take advantage of our partnership, growing our relationship, and helping them benefit from our partnership. Beyond my primary role, Active has allowed me the opportunity to broaden my horizons and build connections with out-of-home and digital

**Cecilia Barossi,**  
Vice President, Director of Media Relations

media providers. We've thrived as a firm not only because of our supportive culture, but because of our creative thinking and ability to recruit and retain top talent. Taken together, we're able to produce meaningful results for our clients.

