Heidi Hackemer
Founder / Wolf & Wilhelmine

Heidi started W&W to work with brave clients and a collection of kickass talent to make premium, provocative strategies for future-loving businesses like Nike, Google lots of start-ups and the White House. She’s the co-chair of the Creative Alliance, an org that matches powerful initiatives with powerful creators to make a positive change in the country by activating communities.

Outside of work, Heidi is probably on a run or on her Harley. She created Six Items or Less, a clothing consumption experiment that was featured in the New York Times, Good Morning America as well as press all over the world. She also spent two years traveling the country for her American Dream project, an exploration into understanding what makes America tick today.

Topic / Werk, Werk, Werk, Werk, Werk

Descriptor / Being radical about brand purpose: how brand strategy can change the world