



VCU Brandcenter Friday Forum

Jan. 30th / 11 am – 12:30 pm / VCU Commons Theater / 907 Floyd Avenue

Rick Condos & Hunter Hindman

Chief Creative Officers / ARGONAUT



Rick and Hunter are responsible for making sure that every person at Argonaut understands that they play a creative role, and all have a responsibility in helping to craft the world-class executions they produce for clients.

Their partnership began 10 years ago at Goodby, Silverstein & Partners. Over the next decade, they've never looked back, splitting time between GS&P and Wieden+Kennedy Amsterdam.

At GS&P, their responsibilities included helping to run HP, both during the "+HP" effort and "The Computer is Personal" campaign. For Frito-Lay, they shepherded Doritos' Crash The Super Bowl and Hotel 626 (widely regarded as one of the most innovative digital efforts of the 2000's). They grew the Frito-Lay business from just Doritos to a portfolio including Cheetos, Fritos, Tostitos, Ruffles and Rold Gold. They ran the Chevrolet account. And they pitched and won Dickies, TD Ameritrade and Cisco, repositioning each of those brands with dynamic integrated campaigns. During their tenure, GS&P won Agency of the Year three times, Digital Agency of the Year at Cannes, and Agency of the Decade in AdWeek.

At Wieden+Kennedy Amsterdam, they pitched and won Coca-Cola's global business, launching "The Coke Side of Life" campaign with the widely awarded "Happiness Factory" entertainment property. During their two years abroad they also helped launch Nike+ in Europe.

Throughout their time together, they've won lots of awards (Cannes, The One Show, Art Director's Club, D&AD, Epica, AICP, etc.). They were named two of the top 20 creative directors worldwide by Creativity magazine, while also twice winning Campaign of the Year honors. Further, they were awarded International Campaign of the year by Campaign magazine and received the prestigious Vision award by the New York Art Director's Guild.

They also share an irrational love of automobiles. Hunter's obsession runs much deeper, and is much more costly than Rick's, but the education continues.

Maura Menapace

Head of Culture & Talent / ARGONAUT



As Head of Culture & Talent, Maura oversees all aspects of our agency life here at ARGONAUT. Leading everything from staffing & recruitment to agency events and operations, she keeps a hawkish eye on our growing agency. Her principle responsibility is making sure that as we grow, we are making thoughtful choices that will further the growth and development of our people.

A former Account Director, Maura understood the ARGONAUT vision from day one and after several months of leading the agency's early accounts, we knew that there was no one that would be more perfect for this vital role. She has been an instrumental part of our growth and her passion for the agency is contagious.

Before ARGONAUT, Maura spent four years at Goodby Silverstein & Partners, as the Global Account Director across various brands in the Frito Lay portfolio including Doritos, Cheetos, and Ruffles. Prior to that, she held account leadership roles on iconic brands such as Pepsi, Pepsi Max, and The GRAMMYS, at TBWA\Chiat\Day\LA, and Volkswagen at Crispin Porter + Bogusky. Maura lives in San Francisco where she can be found trying out any and all hot workout trends or rewarding herself with a mimosa brunch.

Topic / What it means to be an ARGONAUT

Descriptor / Why we decided to start an agency, the learnings and challenges that come with starting a new agency, building an agency culture, and more.