

BILL HALLGREN, *Account Director*

As an experienced Account Director with Global Prairie, Bill Hallgren manages teams and provides strategic direction for clients. His wide range of experience provides him with a unique ability to work skillfully with clients in many fields. From restaurants, to retail, to life sciences, Bill does it all.

Bill began his career with The Richards Group working with high profile clients such as Neiman Marcus and TGI Friday's. He then moved on to DDB working on Borden Milk, Mountain High Yogurt, and helped to launch the Nickelodeon Store. His prolific work in packaged goods expanded with a move to Berry Brown and Fogarty Klein Monroe where he worked with clients such as Quaker, Aunt Jemima Pancakes and Syrup, Banquet, and Wolf Brand Chili.

When he moved to Cramer Krasselt in 2005, Bill led Rozerem's "Your Dreams Miss You" campaign, starring a beaver and Abraham Lincoln playing chess. This campaign won a Gold Jay Chiat, a Silver Effie and was a Kelly Award finalist.

Bill's experience found a good home with Global Prairie, leading to exemplary work with clients such as ConAgra and Bayer.

When he's not thinking about branding strategies, Bill's two sons keep him on a pretty short leash. During football season, he and his family love to cheer on the Fighting Horned Frogs from Texas Christian University, where he graduated with a Bachelor of Science in Advertising and Public Relations in 1993.