

# 360 Team

## RICK COHN

### BACKGROUND

Hill Holliday, Rizzo  
Simons Cohn, Cohn  
Godley Norwood

### BRAND EXPERIENCE

New Balance, Staples, Charles Schwab,  
Fidelity Investments, Avid Technology, Sheraton  
Corporation, King Arthur Flour

### EDUCATION

BA, English, Carnegie-Mellon;  
MS, Journalism, Boston University

LIKES Tennis, skiing, golf, good fiction, foreign  
films, Joni Mitchell, Celts and Pats, southern  
barbecue, family times



## CHARLIE CONN

### BACKGROUND

Proteus, Iconn,  
Viant, Encompass,  
BrandEquity, DEC

### BRAND EXPERIENCE

Vitamix, Polartec,  
Anchor Hocking, Johnson & Johnson, Kohler,  
Wellington, Hunter Douglas, Longs Drugs,  
FinagleABagel, Organic Cow, Kettle Cuisine,  
Nantucket Nectars, Maruman, DEC

### EDUCATION

MS, Management, Lesley University;  
BFA, Massachusetts College of Art

LIKES Teaching; "You can observe a lot by just  
watching." Yogi Berra



## MARLA TAUB

### BACKGROUND

Mercer Consulting,  
Intracomm Global  
Marketing, AEW  
Capital Management

### BRAND EXPERIENCE

Beacon Capital Partners, Corcoran Management  
Company, Crestview Partners, John Flatley  
Company, Nationwide Financial, Paradigm Capital  
Investors

### EDUCATION

Alfred University School of Art & Design,  
Camberwell College of Art

LIKES Travel, well-told stories, sunshine and  
beautiful shoes



## NICK de SHERBININ

### BACKGROUND

Humphrey Browning  
McDougall;  
Rizzo Simons Cohn,  
N. J. de Sherbinin  
Advertising & Design

### BRAND EXPERIENCE

Titlelist Golf, New Balance, MassMutual, Agilent  
Technologies, Kurzweil Educational Systems

### EDUCATION

The Art Institute of Boston

LIKES Winter, vintage cars, noir films, bicycles,  
jazz, daughters, the truth well told, the delight  
of the unexpected



## KATY HORGAN

### BACKGROUND

Liberty Mutual, AIG

### BRAND EXPERIENCE

Liberty Mutual,  
Nationwide Financial,  
Boston Financial Management

### EDUCATION

B.S. In Business Management, Westfield State  
College

LIKES Laughter, soccer, beach bum, cooking



## TIM YOUNG

### BACKGROUND

The Linley Group,  
Putnam Investments,  
Aldrich Eastman  
Waltch, The Penobscot  
Group

### BRAND EXPERIENCE

Putnam Investments, Columbia Funds, Wellington  
Management Company, Lincoln Financial  
Distributors, LPL Financial Retirement Partners,  
John Hancock, ING Funds, Wasatch Funds

### EDUCATION

AB, English and American Literature & Languages,  
Harvard College

LIKES Boating, cheesy 60s music, travel,  
reading, and living well (the best revenge)

