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Nancy Kramer

Founder and Chairman

Nancy Kramer founded Resource in 1981 and has played a pivotal role in transforming the advertising industry, a distinction recognized by *Ad Age* when she was included among the “100 Most Influential Women in Advertising.”

Believing computers would change the world, Kramer launched Resource with Apple as its first client. Over the next three decades, she grew the firm into a multi-office, 330-associate digital marketing pioneer by delivering innovative, consumer-centric marketing experiences. In 2016, she helped usher in a new era for the business, as IBM acquired the firm to fold into the world’s largest interactive agency, IBM Interactive Experience. Kramer continues on in her role as Chairman for the

organization.

She serves on a number of boards, including The Columbus Foundation, The Columbus Partnership, LBrands Foundation, The Ohio State University Advancement Committee, The Wellington School, Wexner Center for the Arts and publicly-traded MI Homes.

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