

# Magen Hanrahan

## VP, Media and Creative Services Kraft Heinz Company

Magen develops scalable solutions & strategic frameworks that benefit all brands across media, consumer engagement & promotion, and more. Her favorite part of the job is getting her hands dirty with the brands – she loves to influence strategy, dig into consumer insights, break old rules, and build new opportunities.

Her career began at Starcom Chicago where she spent 17 years developing media strategy for clients such as the U.S. Army, P&G, Nintendo, and Kraft Heinz and also held a talent & development role creating the global entry-level training program.

The ad business is a family affair for Magen as her father also worked on the agency & client side and her sisters both work at agencies. If not busy with her two daughters, Magen is likely engrossed in her latest DIY project. Magen is a graduate of the Kelley School of Business at Indiana University.



**Kraft** *Heinz*