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Amanda Forgione Named CEO of Prominent Atlanta Ad Agency Morrison

(Atlanta, GA – December 27, 2022) Bob Morrison, founder and Chairman of 36-year-old Atlanta-based ad agency Morrison, announced the appointment of Amanda Forgione as the company’s new Chief Executive Officer.

“I am thrilled and confident about passing on the leadership of my agency to Amanda Forgione,” said Bob Morrison. “Most entrepreneurs know full well their business is their baby, and not everyone gets to hold it. Amanda’s broad experience, exceptional leadership skills, and strong client relationships give me all the confidence in the world our business will continue in perfect hands.”

Amanda has been with Morrison for twenty-three years in various leadership positions, most recently as President and COO. She led the agency through the pandemic, followed by a very successful period of +25% growth in both clients and staff. Prior to Morrison, Amanda worked in media at J. Walter Thompson, where she started her advertising career. Amanda also co-founded Atlanta-based marketing and tech recruiting firm _MPLOY, a Morrison spin-off, with partner Pryce Jackson in 2020.

“I am excited and proud to build on the incredible success and reputation Bob has established for Morrison in Atlanta and around the world,” remarked Amanda. “We represent stellar brands, and our single biggest asset is our people. I want to continue to provide a flexible environment that generates elasticity in thinking and allows us to solve complex problems by stretching anticipated boundaries. I am energized to lead this amazing group of people as we determine together what’s next for this inventive industry.”

About Morrison

Headquartered in Atlanta, Morrison is a full-service, independent agency with deep technology and creative capabilities that helps national and global clients solve business problems, enhance brand relevance, and accelerate sales. Morrison is a partner in the ICOM network, a global alliance of more than 80 independent advertising and marketing communications agencies in over 60 countries.

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