

Account Director driving global, integrated marketing campaigns. As a visionary leader, critical thinker and pop culture enthusiast, with deep experience (on both the brand and agency side) Sade has over nine years of experience creating innovative multi-platform campaigns that drive business goals and expand marketplace sponsorship landscapes.

With a background in both traditional media and social, Sade has been recognized for transforming challenges into solutions through inspiring content and storytelling that shifts culture and consumers -- not only business KPI's. For the past few years she has interlocked arms with her clients and teams to drill into challenges and produce meaningful work across several client partners including P&G, Crown Royal, and Captain Morgan. Prior to Taylor, Sade has spent time at Google, Ketchum and Octagon, working on everything from Hershey's, Tostitos, Special Olympics, Sony, to Google + , Google Glass and more.

In addition to Sports and Entertainment, Sade's passions lie in helping women and minorities elevate how they market themselves in the workplace, in their businesses, and online. She does this through her blog and business 'The B is for Boss' where she empowers them to better communicate their value and provides them with the tools to attract better opportunities. She also cofounded Hold The Press this past year, in an effort to help create a more diverse and equitable future for black talent in the PR industry.