Nancy Kramer, Chief Evangelist of IBM iX, became a member of the Columbus Partnership in 2013 and currently serves on the Executive Committee.

With a belief that creativity and technology have the power to change the world, Nancy Kramer founded Resource/Ammirati with Apple as its first client in 1981. Over the next three decades, she grew the firm into a multi-office digital marketing pioneer with clients such as Victoria’s Secret, P&G and Nestle by delivering innovative, consumer-centric marketing experiences. In 2016, she helped usher in a new era for the company, when it became IBM’s first creative agency acquisition, becoming part of IBM iX, the world’s largest design, digital and cognitive consultancy.

Throughout her career, Kramer 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.” She assumed a new post in August 2016 as iX’s Chief Evangelist, responsible for strengthening relationships with CMOs and across the C-Suite as well as inspiring and sharing the evolving story of IBM iX.

Kramer also 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.