

**CECILIA STREIT**  
**Chief Client Officer, Global**



Cecilia Streit is a dynamic business leader with 20 years' experience setting and achieving strategic business development objectives in the media and Content AOR production space. As a creative, client-driven solution builder, she is adept at developing successful programs for clients that enhance digital marketing production growth, profitability and ROI. Cecilia's central focus is crafting global solutions that include local and offshore BPO teams.

Having built and managed diverse sales and marketing teams, she had a keen eye for proactively identifying and restructuring marketing and sales organizations to expand their reach and growth. Cecilia excels at building cohesive, cross-functional teams designed to support client success. She has global, multi-cultural experience helping brands succeed in the US, Europe, Asia, and Latin America.

Cecilia joined CreativeDrive from RR Donnelley where she was a Senior Executive for the Digital Solutions Division. Throughout her career, Streit has worked with global marketers solving the puzzle of how to create the compelling visual content at the pace demanded by consumers.