



**Jane Matthews**  
**Growth Director, North America**

Jane is an accomplished agency account, business development and marketing executive with extensive experience developing new client business, existing client growth and leading agency reviews. Jane joined CreativeDrive in 2018 as Director of Client Service, and a year later she stepped into the role of Growth Director—now overseeing business development activity across North America. Her past experience includes founding a consultancy focused on business development, agency marketing, search and review management. Jane’s agency experience includes five years at Moxie, where she oversaw all growth initiatives for the agency, including marketing, PR and new business. Jane came to Moxie by way of another Atlanta-based agency, 22squared, where for seven years she led all business development efforts while also serving as the account lead on several key pieces of business. Prior to that, Jane held both client leadership and business development roles at Austin Kelley Advertising. Her career began in New York and has also included positions in publishing and market research.