

Mindy Adams

Chief Creative Officer
BPD

In the last two decades, Mindy Adams, Chief Creative Officer at BPD, has been creating award-winning stories and experiences in nearly every medium. Her work has been recognized by The Effies, The One Show, AICP, The Clios, and the American Advertising Awards for breakthrough creativity and effectiveness. She has a huge heart for purpose-driven communication and helping brands and creatives unlock their superpowers for good. Through leading campaigns for Publix Super Markets, Marriott International, The Ad Council, CDC, Shoe Carnival, Hanes, Netflix, and the creative unification and launch of AdventHealth, she has seen that advertising truly does have the power to save lives, change lives, and make the world a more beautiful place.