

Staff Bios

Sean Dunn, Partner

Sean and his partner designed a creative agency focused on producing brand and business-driven creative, blending sustainable brand objectives with long-term business goals through immersive experiences. His team rapidly developed an extensive list of Fortune 500 clients like Diageo, HP, Kaiser Permanente, and Cisco, and the agency has been on the SF Business Times “100 Fastest Growing” list two years running. Prior to creating Groove 11, he worked as a writer and director of documentaries, distance learning programs, and early Web environments. Most recently, his work for Diageo, Sun and Cisco has won Webby, Davie and Cindy awards. Sean has a MA degree in Film from SDSU and a BA in Communications from Temple University.

Rick Barsotti, Partner

Before co-founding Groove 11, Rick worked at Dogtown Group, a Bay Area digital design firm. Since then his years of experience in account management in the high-tech industry and his continued success in pushing new media technologies to achieve strategic branding goals have helped propel Groove 11 to the top of preferred vendor lists in multi-billion-dollar corporations across Northern California. Rick’s close work with Cisco, NetApp, Autodesk, Clinique, and Napa Valley Vintners, among others, is defined by a strong client focus coupled with a highly creative approach.

Christine Lehtonen, Managing Director

Chris is an award-winning creative veteran with over 13 years of agency experience. She has a distinct ability to help clients build brands – and great customer relationships – from the inside out. She founded Asterix Group in 2002 with a vision to develop an integrated strategic and creative agency. Prior to that, she served as VP of Interactive Media at ID Branding, and was a partner at Maquette Online, a top San Francisco interactive agency. In 2009, Asterix merged with Groove 11. Chris brings with her considerable experience with both B2B and B2C brands, including Intel, Microsoft, AAA California, Genuine Health, Mt. View Hospital, Provenance Hotel Group, Olivia, WaMu, Serena, and many others.

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Freda Byrne, Account Director

Freda's expertise lies in customer engagement strategies and media strategy/buying services with a focus on technology marketing and deep experience in the SMB sector. As VP of Media Strategy for Nethawk Interactive, she delivered online marketing services for Verisign, Qualys, Mercury Interactive, Citrix, NetIQ, and Juniper Networks, among others. She has been Director of Business Development for Desktop Products, and provided media services for Bank of America Securities, Wells Fargo, City and County of San Francisco, AmEx, Safeway, and Dow Corning.

Leslie Turnbull, Managing Director

Leslie has deep experience in marketing and program management for high-tech, software, fashion, and social media industries. Her emphasis in customer acquisition/retention, as well as Web and online marketing makes her an invaluable business strategist. She has developed integrated programs that reach customers across multiple touchpoints, and her test-learn-adjust approach has contributed to successful integrated marketing strategy & planning, Web and online programs (SEM, SEO, web redesign), and events. Formerly Senior Group Brand Manager for QuickBooks, Leslie has led global marketing teams for Intuit Developer Network, OmniSky, Six Apart, and Levi Strauss & Co. She holds a B.A. in Business Administration from Marquette University and is an active member of several business marketing organizations.

Mike McGinty, Creative Director

Mike is one of the most well-rounded copywriters in the business. His 17 years of experience include broadcast, print, and online work for a vast array of accounts, including: HP, IBM, Cisco, UPS, Fireman's Fund, Amoco, Church's Chicken, Green Giant, HoneyBaked Ham, Kodak, Radio Shack, Georgia Lottery, Cartoon Network, the NFL, Warner Bros. Television, Showtime, and Fisher-Price, as well as real estate and resort clients across the nation. He has won the Clio, New York Festivals, London International Advertising Awards, Silver Microphones, Addys, Creativity, Webbys, Daveys, and Tellys, among others. Mike has a B.A. in Mass Communications from USF in Tampa, and completed the Copywriting Program at Portfolio Center. He has taught at Atlanta's Creative Circus, The Academy of Art in San Francisco, and Miami Ad School.

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Rainey Straus, Design Director

Rainey has designed everything from content-rich educational websites and e-commerce websites to children's games and corporate identity systems. She has created work for PBS, the Independent Television Service (winning multiple Yahoo Picks and USA Today "Hot Sites of the Day" designations), Women's Educational Media, New Day Films and Bandai Japan. Since joining Groove, Rainey has been the Visual Designer and Information Architect for a number of award-winning Diageo and Drinkwell websites, the COPIA website, and many others. Her work for the Beacon Institute earned a Silver Davey Award. She holds a BFA from SUNY Purchase and an MFA from the California College of the Arts. Her media-based artwork has been shown internationally.

Brian Leonard, Creative Lead

Brian Leonard's award-winning career covers a wide swath: writing for broadcast (BBC Radio, Sam Donaldson), writing and directing for numerous commercial and corporate clients, Creative Director for AMD product launches, HP commercials (winning a Gold Plaque from the Chicago Film Festival), as well as numerous live events and produced media for Cisco, Microsoft, Washington Mutual, and Sun, among others. He had an animated series called "Silicon Valley" optioned by NBC/Universal and has served as a story consultant for Pixar. Brian's past life as a stand-up comic and television actor gives him a unique storytelling ability that he brings to every project.