



**CACTUS**

**FOUNDED | 1990**

**EMPLOYEES | FIFTY**

## OVERVIEW

We help grow brands that help people thrive — Cactus was founded with a vision to help companies, organizations and causes grow and prosper by delivering meaningful work that makes a huge impact. We focus on the categories of Health, Fuel, Play & Future with industry expertise in crafting marketing strategies, creative, media and results.

## CORE CAPABILITIES

- Brand Strategy /
- Audience Insights /
- Market Analysis /
- Brand Positioning /
- Media Planning and Buying /
- Design /
- Copy /
- Concepting /
- Production /
- Content Development /
- UX/UI /
- Website /
- Mobile Applications /
- Digital Marketing /
- Social /

## LEADERSHIP

**Joe Conrad**  
Founder and CEO

**Norm Shearer**  
Partner and CCO

## CONTACT

New Business:  
**Mike Lee**  
mike@cactusdenver.com

## EXPERIENCE

**HEALTH /**  
 Children’s Hospital  
 Colorado Department of Health  
 Colorado Crisis Services  
 Denver Health  
 Gaia  
 Man Therapy  
 Sharp Healthcare  
 University of Colorado Health System  
 UC Irvine Health

**FUEL /**  
 Good Karma  
 Horizon Organic  
 International Delight  
 Odell Brewing Co.  
 Silk  
 SmartyPants Vitamins  
 Smashburger  
 Vital Farms  
 WhiteWave Foods

**PLAY /**  
 Colorado Lottery  
 Denver Zoo  
 Jackson Hole Travel & Tourism  
 Vail  
 Winter Park

**FUTURE /**  
 TCF Bank  
 CommunityAmerica  
 Alliant International University  
 AAA  
 Transamerica

