



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 and Play 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 /
User Experience /
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
—
Press:
Amy Taylor
amytaylor@cactusdenver.com

EXPERIENCE

HEALTH /
Children's Hospital
Colorado Department of Health
Colorado Crisis Services
Denver Health
Gaia
Good To Know Colorado
Man Therapy
Sharp Healthcare
University of Colorado Health System

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

