When Tonise first joined BBDO Chicago (as it was called then), she put her incredible energy to work by catapulting Wrigley's leadership in the world of sugar-free gum with the launch of Extra. Since then, she has been an unstoppable force in driving our culture forward to achieve her vision for the agency: to be known and respected as a leading-edge creative organization that energizes people and brands.

To reflect this vision, Tonise changed the name on the door to Energy BBDO and initiated an era defined by brand-defining work and modern integration for our clients. For Tonise, this means driving constant evolution in the capabilities and expertise of the agency to deliver leadership and innovation across global, digital, social and multicultural.

The result of Tonise's infectious energy has been tremendous growth for the agency through partnerships with some of the world’s most iconic brands and award-winning creative work that has driven their businesses forward.

Tonise’s leadership has been recognized by organizations throughout Chicago and across the country including “Advertising Woman of the Year,” Business Insider’s “30 Most Powerful Women in Advertising,” Crain's “Who’s Who in Chicago Business,” YWCA’s “Academy of Women Achievers,” Today’s Chicago Woman “100 Most Influential” and Chicago Illini of the Year.