

**Linda Kaplan Thaler**  
**CEO & Chief Creative Officer**  
**The Kaplan Thaler Group, Ltd.**

Linda Kaplan Thaler is CEO and chief creative officer of The Kaplan Thaler Group, which she founded in 1997. Her firm is ranked by industry publications as the fastest-growing advertising agency in the U.S., and is touted for its breakthrough creative and immediate results.

Linda is also a best-selling author. Her latest book titled, *The Power of Nice: How to Conquer the Business World with Kindness* (Doubleday), which she co-wrote with Robin Koval, demystifies the notion that nice “guys” finish last. *The Power of Nice*, which debuted on the *New York Times* and *Wall Street Journal* best-seller lists, has been featured on NBC’s *The Today Show*, ABC’s *Nightline* and in numerous publications including *Newsweek* and *O, The Oprah Magazine*. Linda and Robin’s first book, *Bang! Getting Your Message Heard in a Noisy World*, a savvy marketing book, was also a national best-seller.

During her twenty-five year career in advertising and entertainment, Linda has created some of the industry’s most relevant and famous commercials. Her creative talents combined with her innovative and topical approach, have earned her 13 Clio Awards, the prestigious Women in Communications 2000 Matrix Award for advertising, the 2001 Advertising Woman of the Year Award from Advertising Women of New York, among many others. In 2006, Linda won the American Women in Television & Radio’s Gracie Allen Award in the category of Outstanding Commercial Campaign.

With over a billion dollars in billings, her agency’s current client roster includes Aflac (yes, that quacking duck!), Continental Airlines, Outback Steakhouse, US Bank, P&G’s Dawn and Swiffer, Office Depot, TiVo, Wyeth’s Centrum and Pfizer’s Lipitor, to name a few. She has also authored and composed campaign jingles that are among the industry’s gold standard, such as “I Don’t Wanna Grow Up, I’m a Toys ‘R’ Us Kid” and “Kodak Moments.”

A native New Yorker, Linda is married to composer Fred Thaler. Linda’s personal pride are her two children. Their beautiful daughter, Emily, is twelve and their fifteen-year-old son, Michael is a three-time National Elementary School U.S. Chess Champion. A book about his chess prowess was published by Little Brown and is titled, *Opening Moves, The Making of a Chess Champion*.