

# LAUREN GENKINGER

LAUREN@ADOPTAGOLDENATLANTA.COM

## CAREER SYNOPSIS

By the time she was 30, Lauren became the highest-ranking female ad executive in Atlanta. She began her journey to the top in marketing research, specializing in new product introductions. After a brief time in account management, Lauren soon found her niche in advertising: strategic planning. Her experience is deep and wide. She opened her own advertising agency, TG Madison, with Joanne Truffelman in 1986. TG Madison soon became the largest female-owned advertising agency in the Southeast with clients like Metlife, Travelers, Spanx, American Cancer Society and Alzheimer's Association. After a successful 29 years, in 2015, she sold TG Madison to a Pittsburgh agency operating as Chemistry.



### LAUREN GENKINGER

President & Founder of Adopt a Golden Atlanta

UNIVERSITY OF FLORIDA • BS, ADVERTISING

CHI Omega, Eta Delta Chapter

Panhellenic Rush Chairman for the  
University Greek System

## PASSION IN LIFE

Lauren is also the founder and president of Adopt a Golden Atlanta, a nonprofit volunteer organization dedicated to saving abandoned golden retrievers. In less than six years, it became the fifth largest golden rescue in the country. To date, her organization has placed over 5,000 golden retrievers in new homes and completed the largest international rescue of golden retrievers when she launched Operation Turkey Dog—rescuing purebred golden retrievers from the streets and forests of Istanbul, Turkey. Recognizing voids in the market place, Lauren helped start Great Pyrenees Rescue of Atlanta, Adopt a Golden Birmingham, Adopt a Golden Knoxville and helped strengthen Adopt a Golden Nashville. The national rescue committee of the Golden Retriever Club of America recognized Lauren's contributions by awarding her their prestigious STARFISH AWARD in 2008.

## PROFESSIONAL ACTIVITIES

**Served** on the University of Florida Advertising Advisory Council

**Listed** as one of their three outstanding women advertising graduates in 1990

**Consultant** to University of Georgia Graduate School

**Taught** at Emory University's "Experts on Advertising"

**Listed** in Who's Who of American Women and Who's Who of Professional Women