

Biographical Description for The HistoryMakers® Video Oral History with Fay Ferguson

PERSON

Ferguson, Fay, 1951-

Alternative Names: Fay Ferguson;

Life Dates: December 6, 1951-

Place of Birth: La Porte, Indiana, USA

Work: Chicago, IL

Occupations: Advertising Chief Executive

Biographical Note

Advertising chief executive Fay Ferguson graduated magna cum laude with her B.A. degree in English, speech, and drama from Concordia College in Minnesota in 1973. She then received her M.B.A. degree from Indiana University in 1978

After graduation, from 1974 to 1976, Ferguson taught eighth grade English for two years in Michigan City, Indiana. She began her advertising career in 1978 at the Leo Burnett Company and progressed from an

account management trainee to account executive. While there, Ferguson coordinated marketing and advertising campaigns for several Pillsbury Company products, including the refrigerated dinner rolls, the sweet rolls, the turnovers, and the slice'n bake cookies. Ferguson then served as senior account executive at Bozell & Jacobs, Inc. where she managed the Alberto Culver account and oversaw the national rollout of their premier line, Mrs. Dash and Alberto Mousse. In March of 1984, Ferguson joined Burrell Communications Group as an account supervisor. She was promoted to vice president in 1986 and became an account director in 1988. After being promoted to management supervisor in 1992, Ferguson was named client service director in 1993 and managed the company's accounts with the Procter & Gamble Company and the McDonalds Corporation. In addition, she served as co-chair of the new business committee for Burrell Communications Group. In November of 1997, Ferguson became the managing partner of account management and operations. Later, Ferguson was appointed as co-CEO of Burrell Communications Group.

Ferguson has been active on several boards, including the Perspectives Charter School, the Chicago Advertising Federation, The Chicago Network, the North Shore Chapter of the Links, Inc., the American Association of Advertising Agencies – Purple Forum, and the Economic Club of Chicago. She was appointed to the advisory board at Turner Patterson, LLC. In addition, she co-chaired the advertising book benefit for the University of Chicago Laboratory Schools.

Ferguson has received numerous awards, including the “Advertising Working Mother of the Year, Trailblazer Mom” award from Working Mother magazine, and the Target Market News “Advertising Executive of the Year MAAX” award. She was also recognized the “Most Influential Woman” award from the Women’s Leadership Federation; the “Outstanding Women in Marketing Communications” award from Ebony

magazine; and the “Advertising Woman of the Year Award” from The Women’s Advertising Club of Chicago and the Chicago Advertising Federation.

Fay Ferguson was interviewed by The HistoryMakers on August 27, 2013.

Related Entries

St. John's Evangelical Lutheran Grade School

[STUDENTOF]

[from ? to ?]

Central Junior High School [STUDENTOF]

[from ? to ?]

La Porte High School [STUDENTOF]

[from ? to ?]

Diploma

Concordia College [STUDENTOF]

[from ? to ?]

B.A.

Indiana University [STUDENTOF]

[from ? to ?]

MBA

Michigan City Elston Junior High School [EMPLOYEEOF]

[from 1985 to ?]

8th Grade English Teacher

Leo Burnett Company, Inc. [EMPLOYEEOF]

[from 1978 to 1981]

**Client Services Training Program/Assistant
Account Executive**

Leo Burnett Company, Inc. [EMPLOYEEOF]

[from 1980 to 1982]

Account Executive

Lee King & Partners/Bozell & Jacobs [EMPLOYEEOF]
[from 1982 to 1984]

Account Executive/Senior Account Executive

Burrell Communications Group [EMPLOYEEOF]
[from 1984 to 1985]

Account Supervisor

Burrell Communications Group [EMPLOYEEOF]
[from 1986 to 1987]

Vice President, Account Supervisor

Burrell Communications Group [EMPLOYEEOF]
[from 1992 to ?]

Vice President Account Director

Burrell Communications Group [EMPLOYEEOF]
[from 1992 to 1996]

Senior Vice President, Client Service Director

Burrell Communications Group [EMPLOYEEOF]
[from 1996 to 1998]

Executive Vice President, Director of Account Management

Burrell Communications Group [EMPLOYEEOF]
[from 1997 to ?]

Managing Partner of Account Management and Operations

Burrell Communications Group [EMPLOYEEOF]
[from 1998 to 2004]

Managing Director, Marketing Operations

Burrell Communications Group [EMPLOYEEOF]

[from 1997 to ?]

Co-Chief Executive Officer

University of Chicago Laboratory Schools [MEMBEROF]
[from ? to ?]

Co-Chair, Advertising Book Benefit Committee

Turner Patterson, LLC [MEMBEROF]
[from ? to ?]

Member

Perspective Charter Schools [MEMBEROF]
[from 2003 to ?]

Board Member

Advertising Educational Foundation [MEMBEROF]
[from 2003 to ?]

Speaker

Chicago Advertising Federation [MEMBEROF]
[from 2004 to ?]

Board Member

American Association of Advertising Agencies
[MEMBEROF]
[from 2005 to ?]

Board Member

Purple Forum [MEMBEROF]
[from 2005 to ?]

Board Member

Chicago Network [MEMBEROF]
[from 2006 to ?]

Member

St. Judge Research [MEMBEROF]
[from 2006 to 2006]

Benefit Committee

The Links, Inc. - North Shore Chapter [MEMBEROF]
[from 2008 to ?]

Member

Economic Club of Chicago [MEMBEROF]
[from 2008 to 2012]

Member

American Diabetes Step Out To Walk For Diabetes
[MEMBEROF]
[from 2012 to ?]

Member