



This year's winners included a pizza shop that simulated the effects of gerrymandering and shoelaces that smelled like cooked bacon.

## Experiential Executive of the Year

**Bruce Starr, CEO, BMF**



Co-founding the LGBTQ+-owned agency BMF with Brian Feit in 2003 and taking the lead as CEO in 2019, Bruce Starr has been key in shaping experiential marketing over the last two decades. Throughout the uncertainty of the Covid-19 lockdown, Starr guided with confidence, recruiting new team members and opening a fourth outpost in Miami. As in-person events fired up again in 2022, BMF helped clients create impactful returns through events such as Art Basel Miami, SXSW and Coachella. Informed by Starr's work through nonprofits, the agency continued its foundational aim in giving back to the community through diverse hiring practices and publishing its newsletter, The Pulse, where it offered tips to inspire industrywide innovation. —S.C.



This story first appeared in the Sept. 19, 2022, issue of Adweek magazine. [Click here to subscribe.](#)

[READ THE FULL ARTICLE HERE](#)