



GREENRUBINO EXPANDS CREATIVE LEADERSHIP, NAMES DAVID NEWMAN AS CREATIVE DIRECTOR

*Award-winning Seattle creative leader brings more than 25 years of experience
building brands and leading integrated creative*

SEATTLE – October 1, 2026 – GreenRubino, a Seattle-based independent creative agency, announced today that it has named David Newman as Creative Director, strengthening the agency's creative leadership as it continues to expand its integrated capabilities and client roster.

Newman brings more than 25 years of creative, design and brand experience to GreenRubino, including more than 16 years helping shape and evolve the Visit Seattle brand. Most recently serving as Creative Director, Newman led creative across integrated campaigns, digital platforms, branded content, experiential activations, video and events designed to bring Seattle's story to audiences around the world.

Throughout his tenure, Newman helped lead award-winning creative collaborations with brands and media partners including The Atlantic, VICE, National Geographic, CBS, SundanceTV and others. His work spanned everything from large-scale brand campaigns and experiential activations to original video series and VISITSEATTLE.tv, an award-winning content platform featuring more than 25 original series and 170 videos.

In his new role at GreenRubino, Newman will lead the agency's creative services, working across strategy, design, content, media, public relations and web to develop integrated ideas that solve client challenges and build stronger brands. He will also help guide GreenRubino's creative team while continuing to evolve the agency's creative product and capabilities, including an enhanced website that will be launched later this year.

“I spent more than 16 years telling Seattle's story to the world,” said Newman. Now I get to do that work for GreenRubino's clients, with a talented team that's growing and expanding its capabilities. For me, great creative isn't about winning awards, it's about solving a real problem for a real brand. That's the standard I hold myself to, and it's why joining GreenRubino felt like the right next chapter.”

“David brings exactly the combination of creative vision, strategic thinking and hands-on leadership we were looking for,” said Stacia Allen, Partner at GreenRubino. “He understands how to build brands for the long haul while still pushing for ideas that feel fresh, relevant and unexpected. Just as importantly, he’s a great human and a natural fit for how we work. We’re excited about what his leadership means for our creative team, our clients and the next chapter of GreenRubino.”

Prior to becoming Creative Director at Visit Seattle, Newman served as the organization’s Senior Designer and previously held creative and marketing roles with The Museum of Flight and other organizations. His work has received recognition from The One Show, Cannes Lions, the Shorty Awards, HSMAI Adrian Awards and the American Advertising Awards, among others.

Newman joins GreenRubino as the independent agency continues to invest in integrated strategy, creative services, digital media, and AEO. Headquartered in Seattle, GreenRubino works with organizations throughout the Pacific Northwest and across the country to build stronger brands and deliver measurable business results.

ABOUT GREENRUBINO

GreenRubino is a Seattle-based independent advertising and public relations agency that helps organizations navigate change, solve complex marketing challenges and turn what's next into an advantage. For more than 40 years, GreenRubino has brought strategy, creative, media, public relations and digital expertise together to create work grounded in audience insight and built to perform. LGBTQ+ and woman-owned, GreenRubino is a certified LGBT Business Enterprise (LGBTBE) through the National LGBT Chamber of Commerce. Learn more at www.greenrubino.com.