



GREENRUBINO ACQUIRES SEATTLE CREATIVE AGENCY RUPERT

Acquisition expands GreenRubino's creative depth and brings Rupert clients access to integrated media, public relations, strategy and audience intelligence capabilities

SEATTLE – October 12, 2026 – [GreenRubino](#), an award-winning Seattle-based advertising and public relations agency, today announced its acquisition of [Rupert](#), a Seattle creative agency founded in 2010. The acquisition expands GreenRubino's creative depth and category expertise while giving Rupert's clients access to a broader range of integrated capabilities across strategy, media, public relations, audience intelligence, content and web.

As part of the acquisition, Rupert partners Noah Tannen and Mark Mirabile will join GreenRubino. Tannen will serve as Director of Strategic Partnerships, while Mirabile will join GreenRubino as Director of Brand Experience.

The move comes as brands face an increasingly complex marketing environment, with fragmented audiences, rapidly changing channels and growing pressure to prove that their work is working. GreenRubino has been evolving its agency model around that reality – bringing advertising, public relations, and influencer marketing together as complementary systems, grounded in audience insight and designed to help clients navigate change and turn complexity into opportunity.

“It started with the people. Noah and Mark built something at Rupert that a lot of agencies talk about but few actually pull off – a creative shop with a distinct point of view and work that earns attention,” said **John Rubino, partner at GreenRubino**. “As the industry continues to change, brands need agencies that can bring more disciplines and perspectives to the table without adding more complexity. Rupert strengthens our creative bench and brings new thinking to the agency, while GreenRubino provides the broader platform to take great ideas further – across media, PR, digital and experiences.”

For both agencies, the decision to come together was rooted in a shared approach to the work: understanding audiences, pairing critical thinking with creativity and focusing on ideas that drive meaningful action.

“At Rupert, our mantra has always been ‘Make Work That Works’ – creative that actually moves people to act and is realistic about how humans behave,” said **Noah Tannen, Partner at Rupert** and incoming **Director of Strategic Partnerships at GreenRubino**. “Over the years, there were times when a great idea called for capabilities beyond what we had under our own roof. Joining GreenRubino changes that. We can now bring clients bigger, more connected solutions while keeping the curiosity, creative ambition and entrepreneurial spirit that made Rupert what it is.”

The acquisition is the latest step in a period of intentional growth for GreenRubino as the 49-year-old agency invests in the people and capabilities clients need to navigate a changing marketing landscape. It follows the recent appointment of **David Newman as Creative Director**, adding more than 25 years of design and creative leadership experience to the agency. Newman previously spent 16 years at Visit Seattle, where he led the organization’s creative team and helped shape the destination brand across campaigns, content, digital platforms and brand experiences.

Together, Newman’s appointment and the addition of Rupert deepen GreenRubino’s creative bench while adding experience across consumer packaged goods, travel and tourism, and technology. The investments strengthen an agency model built to connect strategy, creative, media, public relations and audience intelligence around the business challenges clients are trying to solve.

“GreenRubino has been around for 49 years because we’ve never stood still,” said **Stacia Allen, partner at GreenRubino**. “Change is constant – in markets, in audiences and in the challenges our clients are trying to solve. Our job is to help them see what’s changing, understand what it means and find the opportunity in it. This acquisition is us taking our own advice. We saw an opportunity to strengthen what we can do for clients, and we went after it.”

Rupert clients will also gain access to **Gradient**, GreenRubino’s proprietary audience intelligence platform. Currently in beta, Gradient is designed to uncover deeper audience insights that can inform business, marketing and communications decisions and connect those insights to the work that follows.

Together, the agencies bring experience across travel and tourism, consumer packaged goods, financial services, healthcare, technology, transportation, education and other industries. More importantly, the combination creates a deeper team capable of carrying an idea from audience insight and strategy through creative, media, PR, content and execution without losing the thinking that made it powerful in the first place.

For Tannen and Mirabile, that expanded range creates new opportunities to develop ideas unconstrained by traditional agency disciplines or channels.

“Projects are rarely just creative or just media anymore,” said **Mirabile**. “Our channels have become so fragmented that you really need to think creatively about how to get a message heard. Often that means concepts and strategies that require a combination of creative, media and PR. GreenRubino gives us the ability to propose what we think of as ‘asymmetrical’ ideas – ideas that don’t fit neatly on a billboard or into a single channel and can compete disproportionately because they break through the clutter to move people to act.”

That thinking reflects where GreenRubino sees the agency business heading. As markets move, audiences evolve and expectations change, brands need partners that can help them understand what is happening, simplify complexity and make decisions that create momentum.

“This is about building an agency for what our clients need next,” added Allen.

“Rupert gives us more creative depth, more category expertise and more ways to solve complex challenges. We’re going to keep looking ahead, strengthening the capabilities that matter and helping our clients turn change into an advantage.”

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.

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