



Todd Griffin Named Director of Growth at ArtClass

09.27.2021

Todd Griffin has joined production company ArtClass as director of growth, the company said Monday. He will oversee growth strategies, including client relations and new business acquisition, and develop content, advertising and marketing solutions for global brands.Â

Griffin joins the company just after it acquired Kansas City-based video agency BicMedia.Â

"Todd's wildly impressive track record for scaling teams while maintaining the highest quality of work is unmatched," said Vincent Peone, ArtClass partner/director, in a statement. "With his enthusiasm and well-earned reputation as an ambassador between brands and studios, it was unanimously agreed upon that he is right at home here."Â

"ArtClass is an incubator for clients and modern creators," said Griffin, also in a statement. "Representing diverse voices who are multi-skilled, adaptable to the changing needs of clients, and brimming with originality, it's a place where clients can explore award-caliber creative and content for any platform. They marry all that talent with a full suite of production, animation, and post resources. I love that versatility. Whether you're a brand, an agency, a TV network, or a social platform, you need a partner like ArtClass in this day and

age."Â

Prior toÂ joining ArtClass, Griffin served as senior director for Cognizant Interactive, specializing in content strategies for the retail, consumer goods and hospitality industries. He joined Cognizant Interactive in 2020 when Cognizant acquired content agency Mustache, which Griffin co-founded in 2010.Â

As founding partner and chief growth officer, Griffin grew Mustache to a staff of 80 people and saw nearly a decade of consecutive year-over-year increases in revenue. Mustache's clients included global brands such as Netflix, P&G, Amazon, Facebook, Google, Grammarly, Square, Instacart, Under Armour, Audi, Showtime, A&E, Discovery Communications and Nickelodeon, among others.Â

"Having worked with Vince on projects before, I am a big fan of the kind of the creative ArtClass has become known for - work that's chock full of entertaining entries that have been passed around to me as creative reference points for years now," said Griffin. "[ArtClass Partner] Geno Imbriale, Vince and their team have built something impressive here. They aren't boxed in by traditional structures that limit where creative ideas come from, or how they get executed. As someone who is driven by connecting the right clients to the right creators and resources, ArtClass is the perfect home for me."