How Advertising Can Retain and Benefit From Its Introverts

When Madwell’s co-founders decided to make their first vp-level appointments, they knew they were advancing two women for the roles. It was somehow both a big deal and not a big deal at all. But what they didn’t consider was that they were promoting an introvert. Introvert. It’s a dirty, nerdy word with outgroup baggage… http://www.adweek.com/agencies/how-advertising-can-retain-and-benefit-from-its-introverts/