Orcí Begins Its Next Chapter With a New CEO

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Los Angeles-based agency Orcí is moving into a new era with a new chief executive at the helm.

Marina Filippelli is taking over as Orcí's CEO, with Andrew Orcí moving into a role as board chairman.

"Andrew has been a part of this agency since childhood and will continue to play an active role as he further follows in his dad's footsteps to become chairman of the board. His commitment to this agency as a whole—the people, the clients and, most importantly, its mission—remains unchanged, and I look forward to working with him, the rest of the board and our leadership team to steer Orcí through 2020 and beyond," Filippelli said in a statement.

Andrew's parents, Hector and Norma Orcí founded what was then known as La Agencia de Orcí & Asociados in 1986 as a family-owned agency.

"Orcí is a minority and family-owned agency that has helped brands build long-lasting relationships with consumers by helping them understand that respect lays at the heart of connecting with people. As we see it, a brand has to earn the right to be a part of a consumer's life," Filippelli told Adweek. "That is just as relevant today as it was 30-plus years ago when Norma and Hector founded this agency."

Orcí recently formalized a pivot to the multisegment market, an evolution Filipelli helped build during her previous tenure

as COO and director of client services. The agency also recently picked up new clients Chevron ExtraMile and Stella Artois. Filipelli joined Orcí in 2013, following a year and a half as group account director at Heat.

Filippelli told Adweek she has been “honored to contribute” to the agency’s evolution in her previous role and that her transition to CEO felt like a natural one.

“As an agency, we’ve chosen to formally expand our approach to embrace multisegment marketing, which acknowledges that every consumer group is distinct and also celebrates those distinctions,” she explained. “This was a core shift for us, as we truly believe that multisegment represents the future of marketing, as it better addresses the fact that cultural segments are increasingly consuming general market media.”

Regarding the challenges of working during the novel coronavirus pandemic, Filippelli said the agency, like those around the industry, has seen clients cut budgets. But, she said, she is “working closely with our clients to stay on the path and ensure our strategies set them up for success with their opportunity segments.”

Regarding her plans for 2020 and beyond, Filippelli said she is “taking steps to make us even more flexible and nimble than we already are.” She continued, “The industry has been in constant flux for some time now, but we see this as an opportunity to challenge ourselves to do things differently.”

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