

# LINDSAY NEAD

PARKER MANAGEMENT

[parkertalentmanagement.com](http://parkertalentmanagement.com)



## About Lindsay

Lindsay Nead is the founder and CEO of Parker Management, an influencer talent management company based in Portland, Oregon. Over the years, Lindsay has pioneered a way through the talent management industry with integrity and compassion. Wanting to change the way the world saw the influencer industry, Lindsay built a business that represents clients who are on a mission to do good in the world. Lindsay treats her talent with steadfast care and support in order to create a collaborative community of clients who are as business-savvy as they are altruistic. This passion for her work and expertise in her industry has made Lindsay a national authority on influencer management and partnerships.

## WHAT MAKES LINDSAY UNIQUE?

- As a highly successful business leader in the talent management industry, Lindsay has risen to national acclaim. Her expertise on social media personality management and brand partnerships has been featured in top tier media outlets, including *Business Insider* and *The Business Journals*.
- As a female entrepreneur, Lindsay has grown her dream into a reality, growing Parker Management into one of the most successful talent management companies in the country. With integrity and compassion, Lindsay leads a team of twelve members who manage an extensive talent roster of over 50 clients.
- Lindsay created Parker Management on a mission to represent talent who do good in the world. Through her continual support and care for her clients, she is able to form deep and lasting relationships with the talent while also fostering an encouraging and collaborative company culture.
- Operating within the ever-changing landscape of social media, Lindsay is constantly strategizing the most effective ways to pivot and manage her business. Her deep understanding of industry trends allows her to lead her company into new opportunities and successes.

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TALENT MANAGEMENT

## About Parker Management

Lindsay started Parker Management in 2017 out of a desire to create a company that represented some of the most well-rounded individuals in the digital space, while breaking the norms of the talent management industry. On a mission to represent social media personalities that do good in the world, Parker Management has an impressive talent roster of top influencers who have a passion to create for their devoted audiences. In addition to serving clients, Parker Management works with the world's leading brands and agencies, helping them find a voice through authentic and beneficial partnerships. Since its establishment five years ago, Parker Management is an emerging leader in the talent management space, yet maintains its unique, boutique-feel.

## WHY PARKER MANAGEMENT?

- Currently, Parker Management represents over 50 of the most well-known and world-changing influencers in the country, such as @thebucketlistfamily (2.6m followers) @krista.horton (1.4m followers), @chelseakauai (1.2m followers) and @arrowsandbow (677k followers). See a more detailed list of Parker's talent here.
- From Amazon to Google, and Adidas to Disney, Parker and their talent have successfully completed hundreds of partnership campaigns with some of the most well-recognized brands in the wellness, home, travel and lifestyle spaces.
- Parker's dedicated team helps their talent secure brand partnerships and grow their personal brand. Through their industry expertise and deep understanding of their clients, Parker manages the many facets of their clients' brand and business, enabling their talent to create quality content that engages their audiences.
- When partnering with brands, Parker Management works diligently to cast talent, create a customized talent roster and work with their influencers to execute the campaign successfully. By curating the perfect partnership, Parker Management helps each party exponentially increase exposure, recognition and engagement.

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# Potential Topics



- How to partner with the right brands
- What creates a successful social media campaign
- Managing 50+ influencers: Lessons learned
- Adapting to the ever-changing landscape of social media
- Creating a collaborative and encouraging culture in the talent industry
- Growing a business while maintaining a boutique feel
- The future of partnerships: co-branded collaborations
- Five things every influencer should do to take their brand to the next level
- Creating a healthy relationship with social media
- Trends we can expect to see within brand partnerships

# Suggested Interview Questions

- Something that differentiates Parker Management from other companies is its mission to represent talent that does good in the world. Why was this important to you?
- How do you help your talent navigate mental health in the social media world?
- As a female entrepreneur, what challenges did you face when starting Parker? How did you overcome them?
- What is the most successful influencer campaign Parker managed? Why was it so successful?
- Do you think the influencer industry is here to stay? Why?
- How can businesses boost their influencer marketing campaigns?
- What should influencers look for when selecting brands to partner with?
- What are some industry trends you expect to see throughout 2022?

