



FOUNDED | 1990 EMPLOYEES | forty-five

OVERVIEW

We grow brands that help people thrive — Cactus was founded with a vision to help companies, organizations and causes grow and prosper by delivering meaningful work that makes a huge impact.

CORE CAPABILITIES

- Audience Insights /
- Market Analysis /
- Brand Strategy & Positioning /
- Concepting /
- Copy /
- Art Direction & Design /
- Production /
- Content Development /
- Comms + Media Planning & Buying /
- UX / UI /
- Websites & Mobile Apps /
- Digital Marketing /

LEADERSHIP

JOE CONRAD
Founder and CEO

NORM SHEARER
Partner and CCO

CONTACT

New Business:
MIKE LEE
mike@cactusinc.com



EXPERIENCE

RETAIL

- Colorado Lottery
- Illegal Pete's
- Scandinavian Designs
- Smashburger

FOOD & BEVERAGE

- Albert Bartlett
- Bhakti Chai
- Green Chef
- Horizon Organic
- International Delight
- Odell Brewing Company
- Silk
- SmartyPants Vitamins
- Vital Farms
- WhiteWave Foods

HOSPITAL SYSTEMS

- Denver Health
- Children's Hospital Colorado
- Sharp HealthCare
- UHealth
- Vail Health

HEALTH & WELLNESS

- Bring Change to Mind
- Colorado Crisis Services
- Man Therapy
- Gaia
- Grit Digital Health
- Lyra Health
- National Council for Community Behavioral Health

TOURISM & OUTDOOR RECREATION

- Clyfford Still Museum
- Globus Family of Brands
- Gates Carbon Drive
- Jackson Hole Travel & Tourism Board
- RockShox
- Town of Vail
- Vail Resorts

FINANCIAL SERVICES & INSURANCE

- AAA
- Blue Cross Blue Shield
- CommunityAmerica Credit Union
- TCF Bank
- Transamerica

EDUCATION

- Alliant International University
- Westwood College
- YOU at College
- University of Colorado Denver

REAL ESTATE

- 2-10 Home Buyers Warranty
- Aimco
- AMLI Residential