

TRACY MAYS
THE BIGGER PICTURE

AICP ELECTION STATEMENT

I am seeking re-election on the AICP/ West Board on which I have served several terms from different vantage points at big, medium and small companies. I've been in the industry for 20+ years and have had the opportunity to see the changes occurring along the way and working alongside people who have been integral in shaping many of the practices we all follow and benefit from as companies today.

It's no secret we are at a crossroads in our industry. I am at the frontline of this and have formed a new company that speaks to these changes, giving a voice to what this new landscape means to new companies entering this marketplace.

As a company, The Bigger Picture, is breaking the mold of what is expected and yet adhere to the tradition that has been created.

We are a boutique company with big company experience, giving us a broad perspective.

I feel that AICP is an organization that is becoming even more important in this ever-changing climate. I would like to continue focusing my energy on where are we going as an industry and how are we going to get there. I would like to help keep the AICP voice current so that it continues to stay relevant to the evolving challenges that we are all faced with and to inspire the next generation that will follow, to continue to make this an organization that has power and meaning.

I am truly excited to be a part of this vibrant and inspiring group of people and would be honored to continue to bring my energy and passion that I bring to my workplace to the board.

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TRACY MAYS BIO

Tracy Mays brings 20+ years of experience in both commercials, as well as a wide range of media, to her position as founder and EP of The Bigger Picture, Inc.

After graduating from the University of Arizona with a degree in journalism, Tracy moved to Los Angeles and was a television publicist. She did this for several years before finding her way into the commercial production world working in-house at GLG.

Tracy then went on-the-line and worked in production for several years eventually finding her way to MJZ where she was a bidding producer for 7 years. After her stint at MJZ where she honed her bidding skills, she worked in several capacities from EP to bidding producer at renowned companies in the commercial industry such as Smuggler, Anonymous, Tool and RSA (to name a few). Right before starting her own company, Tracy was the EP at The Sweet Shop.

As a founder and EP of The Bigger Picture, Tracy is working alongside an esteemed roster of signed directors as well as developing new commercial directorial talent. She continues to work hard to push the company's expansion into the development and production of all kinds of branded experiences, regardless of distribution outlet, whether they be long form, serial, or traditional commercials.

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