

The SWAT Approach

SWAT redefines the advertising agency model by operating as a business transformation agent first. Founded by industry pioneer and New York celebrity Richard Kirshenbaum, SWAT is led by a team of business-minded marketing experts with successful track records in executing smart solutions to complex challenges and propelling clients forward.

We make work that stands out. We believe in staying nimble while providing value to our clients.



4 Pillars of SWAT

Built to take on challenges from Brand Inception to Brand Reinvention.

We make game-changing work in three core areas: Invention, Reinvention, and Business Strategy. Because there is no substitute for imagination and experience, we are a blend of seasoned experts and young talent. We call it "5th Avenue meets Bushwick."

Results-first mentality.

We believe the agency of the future will not be digital-first or content-first — it will be results-first. From high-level business strategy to 360-degree campaigns (including below-the-line and newsroom-style content production), we make work that works. Simple.

Specializing in partnering with major entrepreneurs or entrepreneurial divisions of major companies.

We are built for those passionate enough to create, bold enough to innovate, and brave enough to leap. Our roots are in entrepreneurship. Though we've grown to a full-size agency, we still operate with the drive — and language — of a startup.

Tasked with solving what other agencies cannot.

We believe in giving our clients all of the meat and none of the fat. We assemble unique SWAT teams for every project, dialing up skill sets and experience as called for. Because some challenges require a partner who is nimble, quick to act, and free to solve problems without the traditional agency red tape.

What We Do:

Invention

We're passionate about creating and launching new brands. Strategy, naming, logo and package design, and ultimately launch creative. We "SWAT up" the most talented individuals and teams in the business to turn a client's dream into reality. Our work often becomes a showcase for fundraising, and our team's deep experience helps fuel a client's retail or digital plan. The creation of a brand is a unique and thrilling experience, one that we have helped execute for some of the most exciting companies in the marketplace.

Reinvention

Providing a new energy, fresh strategy, and a creative facelift for brands in need of a reboot. We dig into the brand's core and into the consumer psyche to identify key differentiators and effective methods for leveraging the brand's assets in an entirely new way.

Business Strategy

Given our CEO's and senior team's deep business acumen and experience in founding, running, and selling both private and public companies, we are often hired by well-established brands to solve groundbreaking business challenges. From cutting-edge video, to helping fundraise billions, to vital customer acquisition and retention tools, we pride ourselves on working with clients to get real results.

SWAT Equity

SWAT Equity Partners ("SWAT") is a venture capital firm formed to discover, incubate, and invest in emerging consumer brands across various product, service, and commerce sectors.

Over 80 years of combined experience in marketing, brand building, operating, and investing led by Richard Kirshenbaum, a pioneering marketing executive; Mark Hauser, a seasoned private equity professional; and Sarah Foley, an established private equity and angel investor with vast operating experience. The team has invested more than \$1 billion of their own and their clients' capital in many businesses across multiple investment stages over the past 20 years.

(Find out more)

Audiobyte™

Banza

blackwell
Fine Jamaican Rum

foodstirs
modern baking

GUIDEBEAT Co.

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