

Helen Foster

Partner, JWT Mature Market Group

Helen is partner/co-manager of JWT Mature Market Group, which is recognized as the nation's leading communications firm focused on the 45+ consumer demographic. Instrumental in the growth of JWT MMG, Helen joined the group in 1995 as an Account Executive. Today, she oversees group business operations and is heavily involved in business development and client relations. One of the agency's lead strategic planners, she helps clients across the U.S. uncover "big ideas" for reaching mature segments.

Her client experience emphasizes age-qualified housing, encompassing over a decade in the industry and work on behalf of Willow Valley Retirement Communities, ACTS Retirement Life Communities, Rancho Mission Viejo, Louisiana Retirement Development Commission, and Kisco. Her experience outside of the housing industry includes the Retirement Living Network, Bose, AARP, Galderma, AOL, and Coachmen RV.

An avid tracker of 45+ consumer dynamics and market trends, she is a frequent speaker on these subjects. Recent engagements include AAHSA, the Southern California Seniors Housing Council and Building Industry Association, Ad Club of New Orleans, and JWT MMG'S annual Mature Market Summit, Beyond the Numbers. She has been honored as a member of WPP's "High Potential" group, and is a recipient of a WPP Atticus Award for the white paper entitled, "Tapping the Mature Workforce."

Before joining JWT, Helen was Director of Operations and Marketing for a Williamsburg, VA-based destination management company. She graduated from Louisiana State University with a Journalism/Advertising degree and significant coursework in science and economics.