



Sonia Greteman
PRESIDENT/CREATIVE DIRECTOR

German engineer and aviation trailblazer Otto Lilienthal once said: “To invent an airplane is nothing. To build one is something. To fly is everything.” Agency creative director Sonia Greteman shares a similar philosophy. “Awards and great work are something,” Sonia says. “Results are everything.”

Whether the challenge is increasing a client’s marketshare, reframing an issue or connecting with new audiences, Sonia leads the way. Challenging writers and designers. Spurring them to dig deeper, think smarter. She sets the direction for the agency, while empowering team members.

Steady, managed growth means clients don’t get lost in the shuffle. They know their brand managers and that Sonia’s directly involved. Almost three decades of helping build some of the world’s best-known brands has put Sonia in demand. She serves on multidisciplinary teams of elected officials, architects, planners, engineers and marketing professionals. She works tirelessly to promote culturally rich and visually satisfying environments.

Whether she’s on a photo safari in Africa or on a behind-the-scenes tour of Japanese art and architecture, world travel is one way Sonia fuels her own creative fires. Her reverence for other cultures, permeates Greteman Group’s own corporate culture and enriches the agency’s creative product with a quality you might simply call soul. Sonia believes that we’re here to live life with passion. Her laugh can be heard from one end of our building to the other. Reminding us that it’s easier to fly when your spirits are light.

PROFESSIONAL ASSOCIATIONS

American Heart Association Fit-Friendly Company
American Marketing Association Wichita Marketer of the Year
American Advertising Federation 9th District Lifetime Achievement
AAF Wichita Best Creative Director, Art Director, Designer, Illustrator,
Best of Show
Broadcast and Media Professionals of Wichita Hall of Fame
Chris Cherches Award – Nomar International Marketplace
City of Wichita Design Council board member and past president
Communication Arts Design Annual judge
Donna E. Sweet Humanitarian of the Year
Junior Achievement of Kansas Hall of Fame Laureate
Wichita Aero Club board of directors and communications chair
Wichita Art Museum executive committee and board of trustees
Wichita Business Journal 40 Under 40 and 40 Under 40 Hall of Fame
Wichita Business Journal Women in Business past honoree and judge
Wichita’s 25 Healthiest Employers
Wichita State University Center for Entrepreneurship guest lecturer
Wichita State University National Advisory Council
Wichita State University Ulrich Museum board of directors
American Institute of Graphic Arts past president and National Council

CLIENT EXPERIENCE

Associated Aircraft Group
Bombardier Business Aircraft
City of Wichita, Keeper of the Plains, Lawrence Dumont
Embraer Executive Jets
Executive AirShare
FlightSafety International
GLMV Architecture
GoCreate Makerspace
IdeaTek Fiber Optics
Kansas State Fair
Lewis Air Legends
MarkArts Regional Art Center
Piedmont Airlines
Royal Caribbean Cruises
Signature Flight Support
SmartSky Networks
Spirit Aerosystems
The Saint Francis Foundation
USAIG
Wichita Eisenhower Airport

