



Randy Hastings

Partner, Portfolio Management
UM

Randy specializes in integrated portfolio management for a number of high-profile UM clients, including Sony Electronics, Sony Pictures Television and Virtual Piggy/Oink! He brings a fresh perspective to his approach, having previously worked on a variety of categories such as Theatrical, Gaming, Music and Packaged Goods. At the forefront of UM's vision to become a "Mobile First" agency, Randy believes in the importance of strategic planning and the need to shift from populations to people through data driven insights and analytics.