



Kyle Bingham

Media Planner



Kyle Bingham is a media planner for Epiq and Hilsoft Notifications. Mr. Bingham is a pivotal resource for researching, planning, and executing legal notice programs for class action, bankruptcy and similar legal cases. Mr. Bingham has successfully designed, implemented media plans or created notices in more than 150 cases in his career utilizing his vast experience conducting media and demographic research, media planning, and negotiating, buying and placing media. His continued success with clients is a direct result of his ability to achieve established media goals and ensure that advertising is as efficient and impactful as possible.

PROFESSIONAL EXPERIENCE

Mr. Bingham has more than 11 years of advertising and media experience within industries ranging from consumer package goods, to electronics, to tourism. He has planned and placed paid media for multi-million dollar branding campaigns and regional direct response initiatives. Prior to joining Hilsoft, he spent seven years at Wieden+Kennedy, an industry-leading advertising agency. At Wieden+Kennedy he was responsible for planning and purchasing print, digital and broadcast media, managing multiple paid search accounts, and presenting strategy and media campaigns to clients. Examples of his most recent work at Hilsoft include:

- *In re: Oil Spill by the Rig "Deepwater Horizon" in the Gulf of Mexico on April 20, 2012*
- *In re: Payment Card Interchange Fee and Merchant Discount Antitrust Litigation*
- *In re: Energy Future Holdings Corp., et al. (Asbestos Claims Bar Date Notice)*
- *In re: American Express Merchant Litigation (Italian Colors Restaurant)*
- *In re: Checking Account Overdraft Litigation, MDL No. 2036*
- *Philliben v. Uber Technologies, Inc.*
- *Soutter v. Equifax Information Services, LLC*
- *Adler v. Bank of America, N.A. & Whittenburg v. Bank of America, N.A.*
- *Gattinella v. Michael Kors (USA), Inc.; Michael Kors, L.L.C.; Michael Kors Retail, Inc.; and Michael Kors Stores, L.L.C.*

CONTACT INFORMATION

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- *Dot's Restaurant v. Waste Away Group, Inc. (Waste Management)*
- *Wright v. Nationstar Mortgage LLC*
- *Kota of Sarasota, Inc. v. Waste Management Inc. of Florida*
- *Smith v. City of New Orleans, et al.*
- *Marchese v. Cablevision Systems Corporation and CSC Holdings, LLC*
- *Douglas v. The Western Union Company*
- *In re: Comcast Corp. Set-Top Cable Television Box Antitrust Litigation*
- *Chimeno-Buzzi v. Hollister Co., and Abercrombie & Fitch Co.*
- *In re: Residential Schools Class Action Litigation, Canada*
- *Precision Associates, Inc. v. Panalpina World Transport (Holdings) LTD., et al.*
- *In re: MI Windows and Doors Products Liability Litigations (Building Products)*
- *Adkins et al. v. Nestle Purina PetCare Company et al. (Pet Food)*
- *Gulbankian v. MW Manufacturers, Inc.*
- *In re: Moduslink Global Solutions, Inc. Securities Litigation*
- *In re: Celexa and Lexapro Marketing and Sales Practices Litigation*
- *McGann v. Schnuck Markets, Inc.*
- *Haught v. Motorola Mobility Inc.*
- *Hill v. State Street Corporation*
- *Rose v. Bank of America Corporation, et al. (TCPA)*
- *Legg v. Spirit Airlines, Inc. and Rosen v. Spirit Airlines, Inc.*
- *Simpson v. Citizens Bank & Liddell v. Citizens Bank and Citizens Republic Bancorp, Inc.*
- *Fernandez v. Knight Capital Group, Inc. et al.*
- *In re: Zurn Pex Plumbing Products Liability Litigation*
- *Hawthorne v. Umpqua Bank*
- *Evans, et al. v. TIN, Inc.*
- *Vodanovich v. Boh Brothers Construction (Hurricane Katrina Levee Breaches)*
- *Marolda v. Symantec Corp.*

EDUCATION

Mr. Bingham holds a Bachelor of Arts in rhetoric and media studies, with a minor focus in politics from Willamette University in Salem, Oregon.