

Kyle Bingham

Manager of Strategic Communications



Kyle Bingham is the Manager of Strategic Communications for Hilsoft Notifications. Mr. Bingham is a pivotal resource for researching, planning, and executing legal notice programs for class action, bankruptcy and similar legal cases. He stewards each legal notice campaign from inception through completion. 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 thirteen 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 work at Hilsoft include:

- *In re: Takata Airbag Products Liability Litigation*
- *In re: Volkswagen "Clean Diesel" Marketing, Sales Practices and Product Liability Litigation (Bosch)*
- *In re: Energy Future Holdings Corp., et al. (Asbestos Claims Bar Notice)*
- *In re: Residential Schools Class Action Litigation*
- *Jacquelyn D. Ajose, et al. v. Interline Brands, Inc.*
- *In re Windsor Wood Clad Window Products Liability Litigation*
- *Hale v. State Farm Mutual Automobile Insurance Company*
- *In Re: Checking Account Overdraft Litigation*

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.

CONTACT INFORMATION

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