

TONI CLEM  
PRESIDENT & COO



As President/COO of Scoppechio, Toni is responsible for the basic value exchange the agency provides to every client in our portfolio. Stated differently, aligning the right talent on the right accounts to achieve maximum success is a high art form for Toni. Currently, all Account Services activity reports into Toni.

Toni began her agency career in media where she was a planning leader for multi-million dollar clients marketing across local, regional and national footprints. She also has client-side experience and is recognized for her expertise in the healthcare industry having crafted important marketing programs across all communications platforms for a variety of brands. These include Atria Assisted Living, Acordia of Louisville, Blue Cross and Blue Shield of Kentucky, University of Kentucky Medical Center, Charter Ridge Hospitals, University of Louisville Hospital, Jewish/Kentucky One, Community Health Systems, Deaconess Hospital, Mercy Hospital and University of Louisville Physicians Association.

Toni also has worked in packaged goods, restaurant and high volume retail business categories where she has successfully grown revenues in highly competitive environments.

A graduate of the Ohio State University, Toni plays a role in several boards across Kentucky and is a speaker for the Masters Program at University of Louisville.