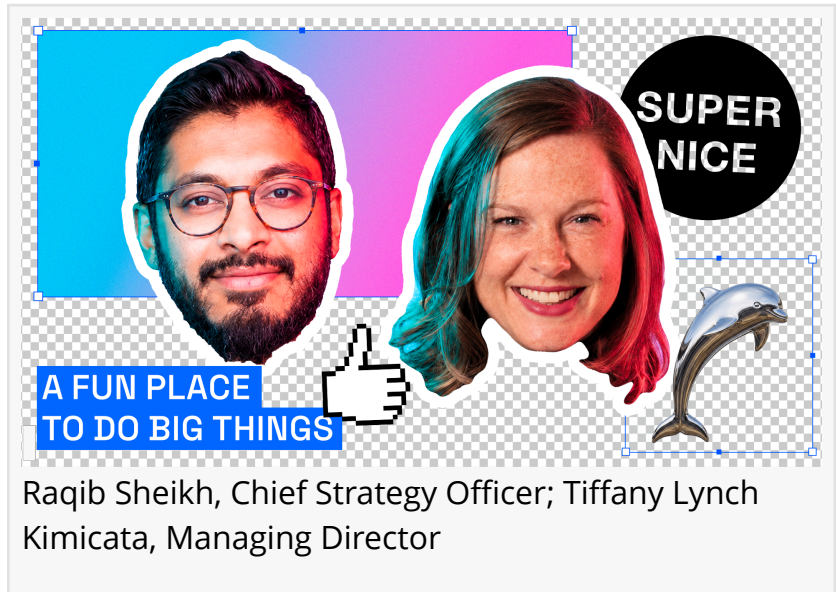


# AS AGENCIES RACE TO AUTOMATE & THE INDUSTRY CUTS SENIOR STAFF, SUPER NICE IS MAKING A DELIBERATE COUNTER-MOVE

*Indie agency hires senior talent behind work for Nike and Jordan Brand, The Coca-Cola Company, Walmart & OREO*

ATLANTA, GA, UNITED STATES, August 13, 2026 /EINPresswire.com/ -- While the agency industry races to automate more work, [Super Nice](#) is investing in the people who make the work worth paying attention to. The award-winning Atlanta independent agency today announced two senior hires: Raqib Sheikh as Chief Strategy Officer and Tiffany Lynch Kimicata as Managing Director. Both have built careers creating work for some of the world's biggest brands. Both are joining Super Nice because they believe the future belongs to agencies that use technology without losing the talent, judgment, and human insight that make brands matter.



Raqib Sheikh, Chief Strategy Officer; Tiffany Lynch Kimicata, Managing Director

The hires build on 18 months of momentum for Super Nice. Since launching in early 2025 with Delta Air Lines, Lenovo, Norwegian Cruise Line, and Wegmans, the agency has tripled its team, expanded its client roster, earned Ad Age's Small Agency Experiential Campaign of the Year, and been named agency of record for Jazzercise. The agency even made its mission official, securing the registered trademark for A Fun Place To Do Big Things®. Now, with a growing slate of new projects underway, Super Nice is doubling down on both sides of that promise: creating a place where exceptional people want to work and giving them the opportunity to make ambitious ideas real.

"AI has made it easier than ever to make something. It hasn't made it easier to make something people care about," said Jared Kozel, Co-Founder and Chief Creative Officer. "We're not going to out-automate every agency, and we have no interest in trying. We'd rather win on talent, creative ambition and the ability to turn an idea into something people can actually experience. Raqib and Tif have done that at an enormous scale. They are exactly the kind of people worth betting on."

Sheikh joins Super Nice after two decades of bringing strategy closer to both culture and the C-suite. At R/GA, he led global strategy for Nike and Jordan Brand, including the Cannes Silver Lion-winning Nike Footballverse and Nike's Paris Olympics campaign. He previously led Coca-Cola's North America strategy at VML where he worked with Jared across brands, the strategy practice at JWT/Wunderman Thompson Atlanta, and most recently served as Chief Strategy Officer at Dagger.

At Super Nice, Sheikh will lead a strategy practice built around a simple conviction: better work starts with understanding real people, not reducing them to data points. His focus will be turning that understanding into ideas people don't just see, but choose to experience, share and make part of their lives.

"The work I'm proudest of created moments people could step into, participate in and make their own," said Sheikh. "That kind of work is becoming more valuable, not less. And Super Nice is built to make it: senior people close to the problem, strategy close to creative, and nothing unnecessary standing between a human insight and the big idea."

Kimicata has built her career leading work that earns a place in culture, including the OREO Doomsday Vault, one of the ten most-awarded campaigns in the world in 2021; Walmart's Greenlight A Vet; and Amazon's The Climate Pledge. A finalist for Account Person of the Year at the 2026 Ad Age Creativity Awards, she has led major client relationships at Saatchi & Saatchi and The Community and most recently served as Managing Director of Think Traffic and Head of Marketing at MOD.

As Managing Director, Kimicata will ensure Super Nice scales without losing the ambition, humanity, and close collaboration that have fueled its growth. She will also drive the continued expansion of its experiential offering, bringing creative and production together under one roof to turn ambitious ideas into real-world experiences.

"What drew me to Super Nice was the belief that the quality of the work and the quality of the relationships behind it aren't separate things," said Kimicata. "When talented people genuinely care about each other, their clients, and making something great, you feel it in the work. When that work enters the real world, it creates the kind of connection brands, and agencies, simply can't automate."

To see what nice things the agency is up to, visit [www.superniceagency.com](http://www.superniceagency.com) and connect on social @SuperNiceSocial.

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