

VI Marketing and Branding Receives The Journal Record's 2026 Empowering Women Award for Fourth Consecutive Year

Agency honored for advancing women in leadership, professional growth and workplace flexibility

OKLAHOMA CITY, OK, UNITED STATES, August 28, 2026 /EINPresswire.com/ -- For the fourth year in a row, [VI Marketing and Branding](#) (VI) has been recognized as a leader in advancing women in the workplace, earning [The Journal Record's 2026 Empowering Women Award](#). The honor celebrates Oklahoma organizations that create lasting impact by fostering women's leadership, professional growth and workplace flexibility.

At VI, women drive the agency's success at every level: they make up 78% of the workforce, hold 75% of director-level positions and have earned more than half of all promotions since 2023. Several have advanced from entry-level roles to senior leadership, including the agency's first woman president. Today, VI's leadership team includes two women and one man — a reflection of its intentional approach to developing women leaders.

The agency has also built a culture that prioritizes balance and support. Employees benefit from paid maternity leave, flexible return-to-work options (remote, hybrid or part-time) and a dedicated wellness space for nursing mothers. Flexible schedules allow parents to manage family responsibilities while staying fully engaged in their work. Mentorship and professional development opportunities further anchor VI's approach to empowerment.

"Empowering women isn't just part of our culture, it's part of our business strategy," said Jacquelyn Berney, president of VI Marketing and Branding. "When women have the opportunity



to innovate and lead, our clients and community benefit as well. We're honored that The Journal Record continues to recognize our commitment."

By fostering mentorship, leadership development and true flexibility, VI is not only creating a stronger workplace, but also shaping a stronger future for women in marketing.

About VI Marketing and Branding

VI Marketing and Branding is an integrated marketing agency headquartered in Oklahoma City, that's known for creating behavior-changing campaigns that deliver record-breaking ROI. With deep expertise in public health, tourism and mission-driven storytelling, VI has earned national recognition for its creative and data-informed approach to marketing.

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