

Leadership Bios



Maria Gonzalez
Senior Partner

Maria Gonzalez brings a rare blend of scientific rigor and marketing expertise to her role as Senior Partner at the Gonzberg Agency. Her career spans scientific research, manufacturing, and seven years as an Institutional Review Board member — an experience that sharpened her analytical thinking and precision.

Transitioning into business development and marketing, Maria built a reputation for translating complex data into clear, effective strategies and messaging. She has a deep understanding of customer behavior and the increasingly intricate paths that define modern buying journeys.

At Gonzberg, Maria oversees online advertising and earned media initiatives, where her data-driven approach and unconventional perspective help clients achieve measurable, meaningful results.



Evan Berglund
Senior Partner

Evan Berglund brings award-winning expertise in market communications and information technology to his role as Senior Partner at the Gonzberg Agency. He has worked with local, national, and international clients in both the U.S. and Europe, offering a broad perspective on modern communications.

With extensive experience leading teams and managing complex projects, Evan is known for his ability to distill clarity from complexity and translate it into effective, results-driven strategies and original solutions — using “informed simplicity” to drive impact.

At Gonzberg, Evan serves as a strategist and team lead, helping clients achieve more efficient and powerful advertising through creative, integrated execution.