

617 Collective Names Cynthia Monroy Managing Partner to Drive Growth Across the Creative Economy

The appointment strengthens leadership as the firm scales its portfolio of creator-focused agencies.

A large, bold, white graphic on a dark blue background. The top half contains the numbers '617' in a large, sans-serif font. The bottom half contains the word 'COLLECTIVE' in a slightly smaller, bold, sans-serif font.

New York City, New York Jan 12, 2026 (IssueWire.com) - **617 Collective LLC**, a modern holding platform dedicated to the creative economy, encompassing marketing, public relations, influencer marketing, and creative services, today announced the appointment of **Cynthia Monroy** as *Managing Partner*, effective immediately.

In this role, Monroy will lead day-to-day operations across the 617 Collective platform. She will oversee portfolio company performance, drive the integration of shared services, and establish the operational discipline required as the firm accelerates expansion through organic growth and strategic acquisitions.

Monroy brings extensive experience in agency leadership, talent management, and operational strategy. She has a recognized track record of scaling founder-led organizations from early-stage startups into multi-market, internationally operating agencies, with a focus on strengthening governance structures and building scalable operational frameworks that support rapid growth without compromising creative culture.

“The creative economy is entering a new phase, where scale and structure are becoming just as important as creativity,” said Monroy. “617 Collective has built a platform that allows founder-led agencies to grow with discipline while preserving what makes them distinctive. My focus is on building the operational infrastructure that enables our teams to scale confidently, so creative leaders can stay focused on delivering exceptional work for their clients.”

As Managing Partner, Monroy will align strategy and capital allocation across the platform, ensuring consistent operational standards and long-term value creation across all operating companies within the collective.

About 617 Collective LLC

[617 Collective](#) is a New York-based holding company acquiring and scaling the next generation of creator-first marketing agencies. Backed by experienced investors, it provides capital, operational expertise, and strategic partnerships—while preserving what makes each agency unique.



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