



FOR IMMEDIATE RELEASE

Friends & Neighbors Names Dan Hoedeman Managing Director

*Agency veteran brings 20+ years of brand-building experience
to F&N and its growing MedTech practice, F&N Med.*

Minneapolis, MN [May 27, 2026] — Friends & Neighbors (F&N), a Minneapolis-based brand strategy and creative agency, today announced the appointment of Dan Hoedeman as Managing Director. He joins at a pivotal moment of growth, partnering with co-founders Mark Bubula and Tom Fugleberg to strengthen client relationships, expand agency capabilities, and accelerate F&N Med, the agency's specialized MedTech practice launched in 2025.

Hoedeman brings more than 20 years of agency experience to the role, with a track record of building brands for ambitious organizations — from household names like Subaru, Delta Air Lines, Dr Pepper, and Old Navy to MedTech and healthcare companies including Smiths Medical, Coloplast, Nuvectra, Greatbatch Medical, Tactile Medical, and CaringBridge.

In the role, Hoedeman will help guide client strategy, shape agency teams and operations, and contribute to the long-term direction of F&N. A central focus will be expanding F&N Med, which was created to help growth-stage medical device and healthcare companies use brand to build market differentiation, align teams, and drive enterprise value.

"Dan brings the kind of leadership that fits who we are and accelerates where we're going," said Mark Bubula, Co-Founder and Chief Strategy Officer of Friends & Neighbors and F&N Med.

"His experience across major consumer and healthcare brands, combined with a genuine belief in brand as a business driver, makes him exactly the right partner to help grow F&N and build F&N Med into the go-to agency for MedTech companies ready to make their mark."

A digital native with a love of a good old-fashioned story, Hoedeman is drawn to brands navigating complexity and sees MedTech as exactly the kind of territory where belief-driven thinking can shift the status quo.

"Friends & Neighbors has a rare ability to blend strategic sharpness with soulful creative and turn that into real business impact," he said. "I'm excited to join the team and help write the next chapter, especially with F&N Med. MedTech and healthcare are complex, highly regulated spaces that I have a genuine passion for, and that's precisely where distinctive, belief-driven thinking can break through."

Outside the office, Dan is a lifelong soccer player who co-founded Minneapolis City SC, a semi-pro club competing in USL League Two with a loyal following of nearly 1,000 fans. He tends a perennial garden in hopes of bringing the Monarch butterflies back, and keeps his wife and three boys entertained with a steady stream of Dad jokes.

About Friends & Neighbors

Founded in 2012 by agency industry veterans Mark Bubula and Tom Fugleberg, Friends & Neighbors is a nationally recognized strategic branding agency that helps complex brands perform at their highest level. With deep expertise in MedTech, healthcare, and other highly regulated sectors, we specialize in building bold brand platforms that create meaningful differentiation, foster trusted relationships, and align entire organizations — ultimately helping clients maximize enterprise value. F&N's work has contributed to three \$1B+ MedTech acquisitions in the past four years — Relievant Medsystems, Cardiovascular Systems, Inc. (CSI), and Preventice Solutions. F&N Med is the agency's dedicated practice helping growth-stage MedTech companies use brand to differentiate, build trust, and drive enterprise value. Learn more at friends-neighbors.com and friends-neighbors.com/fn-med.

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