



VCU Brandcenter Friday Forum

Sept. 9th / 11 am – 12:30 pm / VCU Commons Theater / 907 Floyd Ave.

Bobby Schroeter

Vice President, Consumer Marketing / Spirit Airlines



Bobby Schroeter has been a Vice President of Consumer Marketing at Spirit Airlines since October 2012. Bobby served as its Senior Director of Consumer Marketing from September 2006 to September 2012 and as Director of Interactive Marketing from July 2005 to August 2006. Prior to that, he held various positions at US Airways and was responsible for online advertising and e-mail marketing.

Bobby's early experience in the airline and travel industry includes e-commerce product management, project management and pricing roles with Las-vegas.com, US Airways and America West Airlines.

Jenny Grant

Creative Director / Barkley



California-born Jenny Grant moved to London at age 7, where she first discovered her love for offbeat ads, pubs, and footy (soccer). Unfortunately she made the poor choice of keeping her American accent, but can talk "cockney" on cue. Just ask her.

Jenny began her career in advertising in New York City, from behind the reception desk at Kirshenbaum Bond and Partners, where she'd write copy between answering calls. Since then, she's worked at several agencies on a slew of brands from small to big, including Fab.com, Guinness, Target, Scope, MLB, Coca-Cola, and many more.

At Barkley, she brings her quirky, transatlantic humor to accounts like Spirit Airlines and Missouri Lottery and her artsy side to brands like Ball and Wingstop. In her spare time, she enjoys taking photos, guessing the etymology of words, making up songs, writing comedy, Facebook stalking, and eating mac & cheese.

John Hornaday

Account Director / Barkley



John is a strategic account leader and creative problem solver with a history of helping brands achieve business objectives through exceptional creative. An analytically-minded consumer behavior & experience geek, he is a champion of great integrated creative ideas. The Lions, Pencils and Media Plan of the Year Awards prove it.

Prior to joining Barkley, John did stints at Crispin Porter + Bogusky's Boulder office and Mullen in Boston. He has helped create traditional and integrated campaigns, consumer experience strategies, social platforms, and product extensions for brands including Volkswagen, Domino's Pizza, Microsoft, Adidas,

Barnes & Noble, and Spirit Airlines.

Topic / The Transformation of the World's Most Misunderstood Brand: Spirit Airlines

Descriptor / In 2013, Spirit Airlines was the industry's most profitable airline, but also the most hated. Customers used to the frills and bundled services of major airlines didn't understand Spirit's a la carte model. Spirit's VP of Marketing and agency Barkley will share the strategy for the transformation of the brand and its trajectory to achieve a cult following.