



## VCU Brandcenter Friday Forum

Oct. 28th / 11am - 12:30pm / VCU Commons Theater / 907 Floyd Avenue

# Carolyn Hadlock

Principal/Executive Creative Director / Young & Laramore



As Young & Laramore's executive creative director, Carolyn Hadlock is the driving force behind the agency's creative department, inspiring teams to deliver original, startling, and consistently effective creative for the likes of Brizo, Stanley Steemer, Upland Brewing Co, Louisville Slugger, Schlage and many others (Including an order of Carmelite Nuns)

Since joining Y&L in 1991 as an Art Director, her work has garnered recognition and awards from the Art Directors Club, Communication Arts, Cannes, Effies, Graphis, The One Show and the New York Film Festival—pew. Carolyn has also served on several awards juries, and played a major role in helping to found The One Show's Creative Leaders Retreat. Most recently, Carolyn has been discover-

ing her online-self writing Eunoia, a blog she pens about "beautiful thinking from the worlds of art, advertising and culture."

She's also has never lost a game of Jenga, and is a self-proclaimed "ham sandwich snob" who can point anyone in the direction of the best tasting ham in at least five different cities. [carolynhadlock.com](http://carolynhadlock.com).

### Topic / How to Get Into the Room: A Blueprint for Navigating Your Career

**Descriptor /** From the minute you land your first interview, there are actions you can take (or resist taking) that will give you influence and, ultimately, control over what happens in the rooms where you'll spend hours creating, influencing, defending, revising and producing the work of your life.