

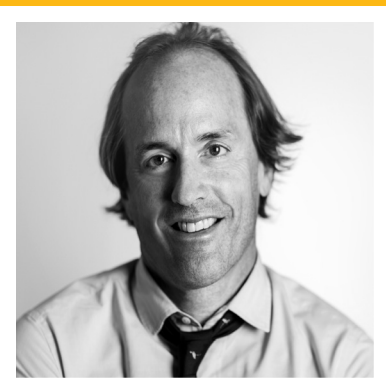


VCU Brandcenter Friday Forum

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

Joe Alexander

Chief Creative Officer / The Martin Agency



For over 25 years, Joe has been one of the most prolific creatives in the business. His copywriting and creative leadership have produced acclaimed work for brands in almost every category and medium.

In 2015, Geico's "Unskippable" pre-roll campaign took home 12 Cannes Lions, including the Grand Prix in Film.

In 2013, "Clouds Over Cuba," a striking interactive documentary for the JFK Presidential Library, won an Emmy, the first time an ad agency has ever won in the news and documentary category.

The late Mike Hughes, former President, said this when he named Joe CCO in 2012, "Joe's passion for the work, his unbridled drive to push hard for brilliant creative and his ability to mentor creative talent across all disciplines combine to make him the right guy for this critically important job."

Joe's best work to date? Not even close. His three smart, gracious and talented daughters.

Topic / WHY THE HELL WOULD ANYONE STAY AT ONE AGENCY FOR 24 YEARS?

Descriptor / Aren't you supposed to hop around from agency to agency to stay fresh and get the best opportunities?

Joe Alexander talks about a crazy, radical approach to your career that just may surprise you.