



VCU Brandcenter Friday Forum

October 7th / 11 am – 12:30 pm / VCU Commons Theater / 907 Floyd Avenue

Kate Hironaka

Chief Strategy Officer / B-Reel



Kate is B-Reel's Chief Strategy Officer. Prior to joining B-Reel, Kate was leading strategy across various pieces of business at 72andSunny in Los Angeles and Goodby, Silverstein & Partners in San Francisco.

Before joining the wild world of advertising, Kate was reviewing gadgets at WIRED magazine. Kate lives in Los Angeles with her husband, Nick, and their dog, Holden.

Andy Williams

Managing Director / B-Reel



As Managing Director of B-Reel New York, Andy is often seen dancing in the moonlight with Google, Facebook, Messenger, American Express, Nixon and MTV. He previously headed up Digital Strategy at Barton F. Graf 9000 and 72andSunny while slapp'n-da-bass on Activision, Target, Google, Samsung, Anheuser Busch, Carl's Jr and Sonos. He's been recognized by people who give out awards and not recognized by people who give out awards.

Topic / Surviving the creative industry with GIFs

Descriptor / Ever wonder how you'll know whether it's the right job for you? Or navigate the wide world of client-side? Or why the logo needs to be 10% bigger? Well, Kate and Andy have all the answers. Through the timeless art form of the GIF, Kate and Andy will help shed light on these questions. And many more...