Creativity / Commerce / Culture / Collaboration

Fall 2016



VCU Brandcenter Friday Forum

Dec. 2nd / 11am - 12:30pm / VCU Commons Theater / 907 Floyd Avenue



Business Director / The Creative Shop at Facebook



Katie Puris is the Business Director at Facebook's Creative Shop. Katie works with a team of creative directors, strategists, entrepreneurs, and technologists dedicated to building creative ideas through a combination of art and science for Facebook and Instagram.

Before joining Facebook five years ago, Katie spent her career in senior leadership roles at Google and BBDO.

Topic / Creative Spaces on Mobile

Descriptor / We're living in a mobile first world. And it probably goes without saying that Facebook has been busy developing the world's most diverse and dynamic spaces for mobile environments. Creative Spaces on Mobile shares how these unique spaces may be utilized to create value simultaneously for businesses and people. From new ways to think about video, to new, immersive, mobile experiences, Creative Spaces explores the tools with which this generation of marketers will engage new audiences and build brands for the future.