

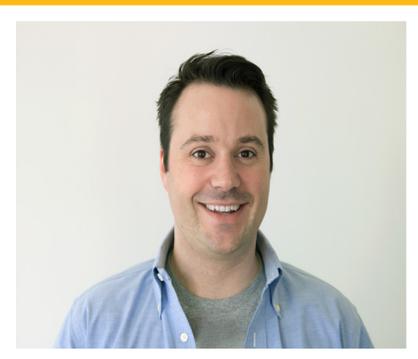


## VCU Brandcenter Friday Forum

Sept. 19th / 11am - 12:30pm / VCU Commons Theater / 907 Floyd Avenue

# Mike Germano

Chief Digital Officer / Vice Media  
and CEO / Carrot Creative



Mike Germano is Chief Digital Officer of VICE Media and CEO of Carrot Creative. In 2005, Germano successfully led a social media-based campaign to become the youngest elected official (a CT Councilman). That year, he simultaneously co-founded Carrot Creative –a full-service digital agency that ideates, designs and builds social campaigns for leading brands out of DUMBO (Brooklyn, NY).

Carrot's team can be credited for creating social firsts for Disney, MLB, Pepsi and Rolex, producing award-winning work for Bravo, Home Depot, and Jaguar, and strategically guiding brands such as Target, Red Bull and American Express to create breakthrough digital work. The agency

was named Social Media Agency of the Year by the Shorty Awards in 2013/14 and listed as an INC 500 Fastest Growing Company in 2014.

Since being acquired by VICE Media last winter, Carrot has been building out the VICE network, collaborating on brand projects for Intel, AT&T and H&M, and Mike stepped into his dual role as CDO, overseeing digital development and distribution for VICE.

When he's not leading two companies eager to take over the world, Mike is advising on many area startups and companies (including the Carrot-founded global tech event series, Digital Dumbo) and frequenting Brooklyn's Fornino Pizza, of which he is a partial owner.

Topic / Don't Listen to Anyone... Including Me.

Descriptor / The minute you graduate, everyone will have an opinion on what you do. They will discourage you from pursuing what makes total sense to you. They will tell you things are impossible and that they don't make sense. They will tell you the value of your time, ideas and dreams. They will stand in the way of you doing what really matters. Best of all, many of them will have no idea what they're talking about. I very well could be just another person that you shouldn't listen to... and if you don't, you're on your way to understanding the value of listening to yourself over others at all costs.