

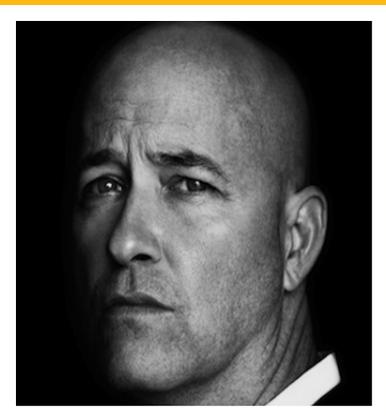


## VCU Brandcenter Friday Forum

Oct. 9th / 11am - 12:30pm / VCU Commons Theater / 907 Floyd Avenue

# Todd Tilford

Chief Creative Officer / FCB Chicago



Under Todd's leadership as Chief Creative Officer, FCB Chicago is reinventing the advertising agency model and quickly gaining ever-increasing buzz and recognition for its creative content. In 2015, Todd led FCB to the best Cannes performance in the history of the agency with winning work in Film, Radio, Press, Mobile and PR.

Before joining FCB in 2011, Todd was the ECD at Grey, New York, where he led the new business wins and subsequent rebranding of the NFL, DIRECTV, and Ketel One vodka, helping guide each to record-setting sales. All of which played a decisive role in turning Grey around and leading Fast Company to deem the agency the "most innovative company in advertising."

Todd has consulted for numerous agencies including Crispin Porter + Bogusky; and he has led general, design, innovation and digital efforts at BBDO, Core, and The Richards Group. He founded and ran his own agency, Pyro, in Dallas, where he launched the Hummer brand, transforming it from a piece of high-end farm equipment to a sexy, lusted-after pop culture icon.

While running Pyro, Todd also created the famous "Blank Canvas" campaign for Converse/Chuck Taylors that is widely credited for helping to pioneer mass customization in the fashion industry. His work for the legendary Doom and Quake franchises changed the face of gaming marketing, his global rebranding of Dr. Martens led to the highest sales in company history, and his work on Karl Lagerfeld and Gucci ushered in a new wave of fashion content online.

Other accounts that Todd left his mark on include Subaru, Pontiac, Nike+, Maserati, Epiphone guitars, Braun, Spyder Skiwear, Triumph Motorcycles, Reebok, and Footaction.

Todd's belief in design, innovation, comedy and storytelling has given his work an undeniable edge that has led to nearly every major creative award in the industry.

Topic / BLOWING UP SILOS, BRAIN SURGERY, SUPER POWERS, PIRANHAS, FUNNY WATER, RAPID IDEA PROTOTYPING, AND HATING WHAT YOU DO.

Descriptor / THINGS I THINK I'VE LEARNED.