



VCU Brandcenter Friday Forum

Feb. 6th / 11 am – 12:30 pm / VCU Commons Theater / 907 Floyd Ave.

Kristen Cavallo

President / Mullen



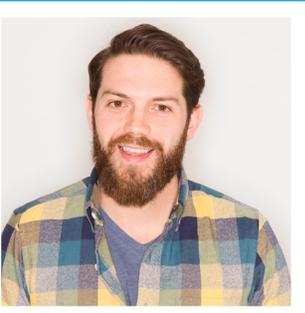
As President of Mullen, Kristen leads an agency built to work with ambitious thought-leader brands. Recently named a Woman to Watch by Advertising Age, Kristen is a brand planner by background and a two-time winner of the Jay Chiat Award, the industry's highest honor for strategic excellence, for her work on Volkswagen and Coca-Cola. She has also led strategic brand planning for Acura, American Greetings, Saab, adidas, Charles Schwab, Kohler and Miller Brewing.

In a world of increased competition, Kristen believes the biggest threat to business today isn't rejection, but indifference. For a challenger to win, they must have the ambition to steer conversation toward their brand and in their favor.

When she's not working, you'll probably find Kristen traveling with her husband Ian and their two children. In addition to her professional and family responsibilities, she gives her time generously to an orphanage in the developing country of Rwanda, traveling there to support children who are in residence.

Ben Salsky

Associate Creative Director/Copywriter / Mullen



Ben is a human being and ACD/writer, currently residing at Mullen in Boston. He's been lucky enough to work with creatively driven brands like Volkswagen, JetBlue, EA, and truTV. And fortunate enough to be recognized by Cannes, One Show, D&AD, Young Guns, Webby's, and AICP. His work is in the permanent collection of MOMA and was awarded Campaign of the Year by Ad Age.

After starting his career at Arnold, Ben fled to California to work at both Heat in SF and Deutsch in LA. He recently returned East with his wife and son, trading in his hiking shoes for snowboard boots.

Dan Madsen

Senior Art Director / Mullen



Dan Madsen grew up in Southern California where he attended the Art Institute of California-San Diego. After graduating, he got his first break when he was brought on as a Jr. Art Director working for David&Goliath. There he managed to sell his first commercial of his career which coincidentally was also a Super Bowl spot.

Later, Dan made the move to Mullen calling Boston his home for the last three years as a Senior Art Director creating work for brands such as JetBlue, U.S. Cellular, and TruTV.