



VCU Brandcenter Friday Forum

Aug. 26th / 10:45am - 12:30pm / VCU Commons Theater / 907 Floyd Avenue

***Please note the early start time at 10:45**

Wendy Clark

CEO / DDB North America



Wendy Clark is Chief Executive Officer of DDB North America. Clark joined DDB in January 2016 after working client side at Coca-Cola North America, where she led the Sparkling Category Business Unit as well as the Strategic Marketing organization, including Brand Strategy and Innovation; Media Connections, Investments and Assets; Content and Design.

Prior to joining The Coca-Cola Company, Clark was Senior Vice President, Advertising for AT&T, the world's largest telecommunications company, where she was at the helm of the company's most ambitious and aggressive re-branding and advertising campaign in its history.

In 2014, Clark was recognized by New York Women in Communications with the coveted Matrix award. Among other recognitions, in 2011 Fast Company cited Clark as the Brand Refresher on its top ten list of innovative Business Disruptors and the Advertising Women of New York recognized Clark as their 2011 Advertising Woman of the Year.

In 2009 and 2010, FORTUNE featured Clark in its "40 Under 40" issue, ranking as the highest woman in 2010 (#15). She was also named one of four "Women to Watch" by FORTUNE.

Clark's efforts were recognized in 2007, upon her induction into the American Advertising Federation's Advertising Hall of Achievement. In addition, Advertising Age cited Clark as "one of the most important women in marketing" in its "Women to Watch" 2007 issue.

Clark is an advisory board member IDEO.org and a board director for the Ad Council and American Advertising Federation.

Topic / Bravery, Belief & Being Underestimated

Descriptor / Ideas and advice to fuel the work you create and the career you achieve.