

Creativity / Commerce / Culture / Collaboration



## VCU Brandcenter Executive Education

Mike Hughes Hall / 103 S. Jefferson Street, Richmond, VA 23284



# The "New Model" Creative Director

August 5-9. [More Information](#)

## Jim Joseph

President, North America / Cohn & Wolfe Headquarters



Jim Joseph serves as the President of Cohn & Wolfe North America. With over 25 years of integrated marketing, public relations and branding experience, Jim provides strategic oversight, client service and drives new business across all offices in the U.S., Mexico and Canada. He has created seamless brand experiences for clients such as Kellogg's, Kraft, Ikea, Cadillac, Tylenol, Johnson & Johnson, Clean & Clear, American Express and Wal-Mart.

Known for his expertise in brand and integrated marketing, Jim's first book - *The Experience Effect* - delivered a critically acclaimed, straightforward volume of marketing advice that showed big business how to build the ultimate brand experience. With his second book, he takes that big brand theory and applies it to the backbone of the American economy, small business, in *The Experience Effect for Small Business*.

Prior to joining Cohn & Wolfe, Jim served as President and Partner of Lippe Taylor, where he led the agency in marketing to women for clients like Nestle and David's Bridal. Jim re-engineered Publicis' Saatchi & Saatchi Wellness, transforming the agency from a traditional pharmaceutical advertising model to an award-winning, full-spectrum health and wellness marketing agency. Jim also established and grew his own marketing services agency (CPPartners), which sold to Publicis in 2002.

As a true integrated marketer, Jim started out his career on the client-side at Johnson & Johnson where he quickly became a new product launch expert, introducing seven new products in the baby, dental, and skin care franchises. He is most proud of the early team work he did in skin care, helping to establish Johnson & Johnson as a global leader in the category.

Jim is a daily blogger about marketing and teaches two intensive marketing classes at New York University, the first now in its fourth semester. He is a graduate of Cornell University and also received an MBA from Columbia University. In his spare time, when not blogging or spending time with his family, you can find Jim running along the Hudson River with Lady Gaga in ear!