

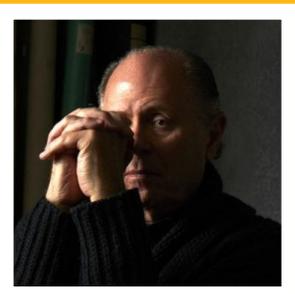


VCU Brandcenter Friday Forum

Sept. 27th / 11am - 12:30pm / VCU Commons Theater / 907 Floyd Avenue

Martin Puris

CEO / Puris & Partners



Martin Puris was Co-founder, Chairman and Chief Executive Officer of Ammirati&Puris, one of America's most revered advertising agencies. He was also Co-founder, Chairman and CEO of NTM Inc. (Not Traditional Media), a marketing and media advisory firm created in 2003 to work with clients and their agencies to develop strategies integrating nontraditional marketing solutions and new media models.

Mr. Puris has over thirty years experience building some of the world's most esteemed brands, writing some of the world's great stories, including BMW ("The Ultimate Driving Machine"), Club Med ("The Antidote For Civilization"), UPS ("The Tightest Ship In The Shipping Business"), Compaq Computer, Aetna, Burger King, Four Seasons Hotels,

Schweppes, and dozens more of the world's finest companies.

Begun in 1974, Ammirati&Puris grew to over 600 employees in the U.S. and Canada with more than \$650 million in billings and was twice named Agency of the Year.

As Chairman and Chief Executive Officer of Ammirati Puris Lintas, as the agency was called after a 1994 acquisition merger with The Interpublic group of Companies, Martin managed one of the 10 largest advertising networks in the world, with over 10 thousand employees, 172 offices in 54 countries and annual billings of \$7.9 billion.

During his tenure on the Board of Directors of IPG, Martin was involved in the merger and acquisition of numerous companies in a wide range of disciplines. Author, guest lecturer, contributor to various publications including the Harvard Business review, he was honored and awarded internationally on numerous occasions by industry peers. Mr. Puris was named by Ad Week magazine, "one of the twenty most influential figures in advertising during the past 20 years."

Mr. Puris has served as a director of a great many not-for-profit boards including The ASPCA, The Mystic Seaport Museum, Upward, Sheltering Arms and The Hampton Classic.

Mr. Puris served as Media Advisor to President George H. W. Bush in both presidential campaigns.

Mr. Puris has been inducted into the Creative Hall Of Fame.

Topic / "Nothing, not even a huge marketing budget, can compensate for having nothing to say."

Descriptor / Thoughts on the importance of an important idea: how Advertising, once a business of brilliant ideas, has become a business of execution, a creator of occasionally entertaining but often meaningless "material"... and why a renaissance is essential.