



VCU Brandcenter Friday Forum

Oct. 11th / 11 am – 12:30 pm / Brandcenter Lecture Hall / 103 S. Jefferson St.

Tara Back

President / Jack Morton Worldwide



As President of Jack Morton, Tara oversees Jack Morton's operations in our major US markets. Tara has been a key catalyst of the agency's evolution into a creatively driven, ideas-led brand experience agency.

Tara has built award-winning teams in New York and Australia and blue-chip client partnerships including Samsung, Verizon and Emblem Health. In addition, Tara has led Jack's delivery of globally prominent experiences like the opening and closing ceremonies of the Commonwealth Games.

A native of Australia, where she began her career with Jack Morton, Tara moved to New York in 2008 and re-launched the agency's New York office around ideas-led creativity, transforming it in the process into one of its most awarded teams. She won a Stevie Award for Women Innovators and is a regular judge of the Effies.

Liz Bigham

EVP/Brand Marketing / Jack Morton Worldwide



Liz is a passionate believer in the power of brand experience to transform business. Her job is to help clients better understand the impact of brand experience thinking and to inspire Jack Morton's agency teams to be brave in applying that thinking to their work.

Responsible for Jack's own branding efforts, she and her team have been recognized with multiple awards for agency marketing, including Webby honors and six Communicator awards in 2013 alone.

Liz is a frequent blogger and speaker at industry events. A native of Indiana, Liz studied at Columbia University and the Whitney Museum Independent Study Program. She worked at the Metropolitan Museum of Art in New York before joining Jack.

Topic / Inside-Out: The View from a Brand Experience Agency

Descriptor / More and more brands are realizing the power of experience to connect with consumers. Recognizing that building great experiences is more than just tacking on a social or mobile layer to an existing idea or campaign, clients are turning to brand experience agencies to help lead creative. So how do those guys do it, anyway?

Led by the President and EVP of Marketing of Jack Morton Worldwide, "Inside-Out" explores the view from inside a global brand experience agency. What are the principles behind great brand experiences? What's special about the culture, collaboration and career opportunities inside a brand experience agency?