



VCU Brandcenter Friday Forum

Oct. 15 / 11am – 12:30pm / VCU Brandcenter Lecture Hall / 103 S. Jefferson St.

Jason Menkes

Partner / COPILOT Strategic Music + Sound



Jason Menkes is a respected creative music producer who brings an unusually thoughtful approach dedicated to the strategy, creation and implementation of music for branding and advertising campaigns.

This year, Menkes became East Coast Chapter President for the Association of Music Producers (AMP) and in 2008 was named the youngest member to the AMP National Board. Menkes is also an Assistant Professor of Music Business at New York University, where he teaches about the commercial music industry and the changing dynamic between bands and brands.

During the five years prior to launching COPILOT, Menkes advanced to Executive Producer at Sacred Noise, overseeing creative production on prestigious national advertising campaigns such as Coca-Cola, GE, L’Oreal, BMW Mini, Disney, Cadillac, Bluefly, HomeGoods, Burger King, ESPN, and Johnson & Johnson. Previously, he rose to Executive Producer over two years for both the New York and Los Angeles offices of tomandandy, working on Canon, Target, and Diet Coke, as well as fashion shows, original art installations and the film scores to *The Rules of Attraction* and *The Mothman Prophecies*.

In the music departments of blue-chip advertising agencies Grey Worldwide, Saatchi & Saatchi, and BBDO, he added breadth to his career managing original musical composition, production, and strategic music licensing agreements for clients as varied as Oil of Olay, General Mills, Bank of America, and Chrysler.

Menkes has a Master’s degree in Music Business from New York University and a Bachelor of Arts in Music from The University of Rochester. A musician in his own right, he has studied voice, percussion, piano, musicology, theory and composition, and maintains a collection of unusual instruments from his travels abroad.

Ravi Krishnaswami

Partner / COPILOT Strategic Music + Sound



Ravi Krishnaswami has been creating innovative, youthful and organic music and sound design for television, film and interactive for over a decade. He has worked with the largest clients and ad agencies in the business. Whether it’s a big time Super Bowl spot, a heartbreaking HBO documentary, or a Cannes-recognized website for a hotly anticipated video game, he’s seen it all.

A big believer in the value of collaboration, Krishnaswami has worked with a diverse list of artists including Sharon Jones and The Magnetic Fields. He has produced three albums with his indie-pop band Charming and is currently producing the brooding, noisy and atmospheric NYC band Black Swan Green.

Before launching COPILOT with Jason Menkes, Ravi worked as composer and sound designer at Sacred Noise, where he amassed an impressive reel of high profile broadcast spots and promos for clients including GE, Coca Cola, Cadillac, Johnson & Johnson, Verizon, Jaguar, Volvo, Pontiac, Hugo Boss, Philips and Sony Ericksson.

Krishnaswami has a Bachelor’s degree in Music and English from the University of Virginia, where he specialized in Ethnomusicology. He has presented academic work on music and advertising at UVa and UCLA.

Krishnaswami is the guitarist and founding member of The Sons & Heirs, the east coast’s premiere Smiths and Morrissey tribute act, and can be seen performing his favorite songs at venues such as BB Kings (NYC), House of Blues (LA) and the Khyber (Philadelphia).

Topic / Strategic Music and Sound for Marketing and Advertising Campaigns

Descriptor / Music is a powerful tool. A piece of music can tell a story, convey an indescribable emotion, evoke a time or a place, or simply make you feel good. In the world of advertising, music should be seen as an opportunity rather than a bit of post production. Many campaigns today deploys music without strategy. And while the tools available have evolved--original scoring, stock music and licensing--many campaigns are produced with the wrong tools. How to develop a musical strategy and find the best method for its creation will be the focus of our Friday Forum presentation.