

Creativity / Commerce / Culture

Fall 2010



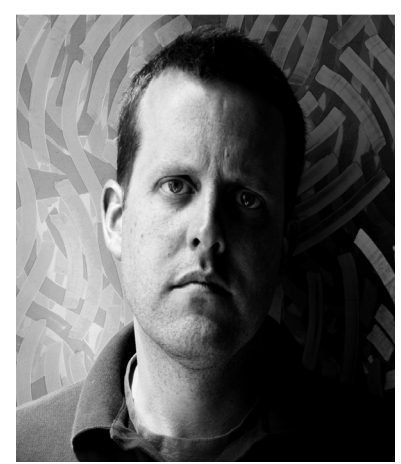
VCU Brandcenter Friday Forum

Nov. 5 / 11am - 12:30pm / VCU Student Commons Theater / 907 Floyd Avenue



Kevin Proudfoot

Co-Executive Creative Director / Wieden+Kennedy



Since joining Wieden+Kennedy in 1999, Kevin has established a reputation for producing humorous and provocative work. In addition to collaborating with Nike, Pixar and Brand Jordan, he's played a key role in building ESPN's business over the last decade with memorable and effective work, including the "Without Sports" effort, the World Cup launch featuring U2 and more than a hundred "This Is SportsCenter" spots. Beyond advertising, Kevin created and executive produced the Peabody Award-winning Sundance documentary series Nimrod Nation.

Topic / The Bloggers, Memesters, Comedians, Flipcamers and Entrepreneurs Who Are Taking Your Jobs (And What You Can Do About It)

Descriptor / How to compete in a world where creativity has been democratized