



VCU Brandcenter Friday Forum

Feb. 4 / 11 am – 12:30 pm / VCU Brandcenter Lecture Hall / 103 S. Jefferson St.

Jeff Steinhour

President, Managing Partner / Crispin, Porter + Bogusky



During his tenure at the agency, Jeff has managed a significant portion of the agency's most memorable advertising while building a department of 170 account service personnel. Originally from Colorado, Jeff joined the agency in 1993 after beginning his career with two regional shops. After two years as an Account Supervisor he was named Director of Account Management in 1995 and became a Partner in 1997.

Jeff became part of the mentor program at VCU Brandcenter in 1999 and joined the Board of Directors in 2005. Jeff also serves on the Board of Directors of The School of Journalism and Mass Communication at the University of Colorado at Boulder and of the School of Communication at the University of Miami. He has been an EFFIES Finals Judge six times.

Crispin Porter + Bogusky and its work have been profiled in The New York Times, The Wall Street Journal, USA Today, Business Week, Forbes, Fast Company, and more. The agency has been honored as Agency of the Year nine times in the past twelve years by industry publications such as Creativity, Advertising Age and ADWEEK. CP+B has also been named Agency of the Decade by Advertising Age and is the only shop to win the Grand Prix at Cannes in every category.

Tiffany Rolfe

VP, Co-Executive Creative Director / Crispin, Porter + Bogusky



Tiffany got her creative start during the Internet boom in the mid-nineties with her own web design company, creating sites for Disney, Universal, and Pixar. She then attended Art Center College of Design. After graduating in 2002, she went straight to Crispin Porter + Bogusky.

While at CPB Tiffany has created iconic work for clients like MINI, Volkswagen, Victoria's Secret Pink, and Burger King. She led the launch of the American Express OPEN Plum Card and online business community, OPEN Forum. Her work on the 'truth' campaign has helped stop teen smoking and will also help her get into Heaven. And her recent work, the Baby Carrots "Eat 'Em Like Junk Food" campaign, has sparked an international cultural conversation around healthy snacking.

During Tiffany's time at CPB, the agency has been nominated 'Agency of the Year' 12 times. Her work has been featured on the cover of NY Times, in the Wall Street Journal, Huffington Post, Salon.com and many others. She has received top awards at The One Show, Communication Arts, D&AD, Clios, The Andy's, The Effies, and Cannes, where she was awarded a Grand Prix and the first Titanium Lion. In her first year at CPB, Tiffany was featured in AdAge's "Twenty Five Twenty-Something's." She has since been recognized in AdWeek's "Young Ones," as one of AdAge's "Women to Watch," and as one of the Top 10 Creatives of the Decade by the Young Guns Awards.

Topic / CPB Leaked: Top Secret Secrets

Descriptor / CPB's creative process happens before a creative brief even starts. Our best work has had all of the same ingredients. And it turns out, it's a formula that can work even better for students.