

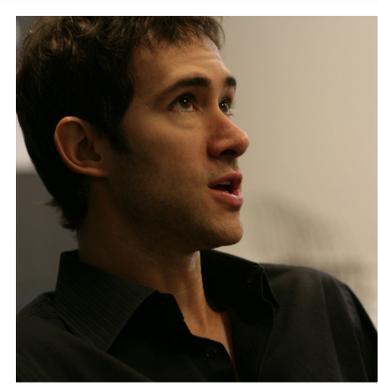


VCU Brandcenter Friday Forum

Dec. 2 / 11am - 12:30pm / VCU Commons Theater / 907 Floyd Avenue

Alan Snitow

Managing Partner and Director of Strategy / Gotham Inc.



To the amazement of most of his family, Alan has managed to parlay a major in anthropology into actual jobs with reputable employers. Ever since talking his way into a planning internship while still in college, Alan has spent his days getting paid to pick people's brains, interrogate fragments of brand DNA, and tell anyone who will listen everything that's wrong with quantitative copytesting (no one listens).

Alan loves great brands and has been fortunate enough to work on quite a few over the course of his career. Anheuser-Busch, Miller Brewing, Tylenol, Snapple, Starwood Hotels, Ally Bank, and Denny's are just some of the many companies whose communications challenges he's turned his mind to tackling. Not only has it been fun and led to some great work, he's won quite a few planning and effectiveness awards in the process. Immediately

prior to Gotham, Alan was a Group Planning Director at BBH. Other more recent stints include SS+K and Deutsch.

While Alan loves the craft, he's equally passionate about sharing it with the next generation. Alan sits on the American Advertising Federation's National Academic Committee and is a past adjunct professor at F.I.T. in the Advertising, Marketing, and Communications Department. Field trips to the agency were generally his best attended classes.

Alan's other loves are playing sports and drinking interesting wines. He plays ice hockey year round and golf when it's warm. The wine consumption is most assuredly year round. Alan graduated magna cum laude from Washington University in St. Louis.

Topic / In Defense of Thinking [in a world fetishizing doing]

Descriptor / American society at large, and the advertising community in particular, has steadily – and eagerly – moved to embrace an ethos of doing, making, and creating. Has an unintended consequence been a loss of appreciation for smart thinking – and a begrudging of the time and resources such thinking demands? And if so, does this not strike at the foundations of creativity itself? Let's talk about it.