



## VCU Brandcenter Friday Forum

Mar. 15 / 11am - 12:30pm / VCU Commons Theater / 907 Floyd Avenue

# Marta Larock

Chief Strategic Officer / mcgarrybowen New York



Marta has been building brands for over 25 years, feeding her passion to tell brand stories, build emotional bonds, create communications for a changing world, and mentor planners.

Marta joins mcgarrybowen from Ogilvy & Mather, where as the Senior Partner, Worldwide Planning Director, she led planning on the successful integrated SCJ pitch and, in a few short months, built a thriving planning team for that account. Prior to working on SCJ, she led global planning on Kimberly Clark and GlaxoSmithKline. Marta is passionate about integration, it's in her blood and she believes it is key to a brand's success.

Marta went to Ogilvy from TracyLocke, where as the EVP, Director of Strategic Planning for all the agency's clients, including PepsiCo and MasterCard, she created the agency's "Brand to Retail" process, all while discovering a new love – shopper marketing. Prior to TracyLocke, Marta spent seven years as the EVP, Director of Brand Planning for Publicis. She also spent 12 years of her career at Young & Rubicam, where she rose up the ranks to become Managing Partner, Director of Brand Planning, and helped to transform the research department into one of the largest planning departments in the country. There she started to learn the beer business, launching Molson Ice from the Miller Brewing Company. While at Publicis she worked on Heineken USA and pitched and won Vault from Coca-Cola, a citrus-based soda targeted to men.

Marta is proud to be one of the original instructors at Miami Ad School's Boot Camp for Account Planners, where she has taught for over 10 years. She has a PH.D. in mathematics education from NYU and began her career as a math teacher. She lives in Darien, Connecticut with her husband, John; daughter, Paris, and dog, Elvis. With frequent visits from her four stepchildren, there is truly never a dull moment. She strives to live according to a Maya Angelou quote, "They will never remember what you said; they will only remember how you made them feel."

Topic / UNLEARN

Descriptor / Perhaps the key to creativity and innovation is not what you are willing to learn, but what you are willing to unlearn.