



VCU Brandcenter Friday Forum

Oct. 26th / 11am - 12:30pm / VCU Commons Theater / 907 Floyd Avenue

Tony Vengrove

President & CEO / Miles Finch Innovation



Tony is a self-described innovation omnivore and idea champion. He's lived and breathed innovative life on both the agency and client sides having worked at Grey, Saatchi & Saatchi, Boehringer-Ingelheim Pharmaceuticals and Altria.

He founded Miles Finch Innovation in January 2012 and serves as a strategic advisor to companies looking to create more efficient and productive innovation organizations. In addition, the firm collaborates with client teams to uncover consumer insight, generate new product concepts and connect ideas to technologies, manufacturing capabilities and thought leaders. Having experience in advertising, brand marketing, business development and

corporate innovation, Tony possesses a general management perspective of innovation that provides clients with grounded and actionable advice.

Topic / The Creativity Paradox

Descriptor / As companies pursue the holy grail of innovation, they are essentially contracting to become more creative. However, most corporations have little experience building imaginative cultures or managing creative employees. They may say they value creativity, but the uncertainty of truly original ideas often scares them away.

Tony has a unique perspective on this paradox having experienced innovative life on the agency side as well as the corporate. Using his Idea Climate Equation™ as a framework, he will address the mounting tension between creativity and logic in corporate America while providing insight into why ad agencies are uniquely positioned to play a bigger role in their client's innovation agenda.