



## VCU Brandcenter Friday Forum

Jan. 18th / 11am - 12:30pm / VCU Commons Theater / 907 Floyd Avenue

# Dave Schiff

Partner and Chief Creative Officer / Made Movement



Dave Schiff started his own advertising career ten years ago as a copywriter at Crispin Porter + Bogusky, where his creative work drove sales for brand clients MINI Cooper, Molson and IKEA and won international awards. In 2003, he was promoted to creative director on Coke Zero and helped engineer the company's most successful new product launch in 25 years., with the beverage enjoying double-digit growth every quarter since launch.

As VP/Executive Creative Director, Dave continued to champion big brands, making genre-disrupting, award-winning work for challenger brands as well. His work on running shoe brand Pearl Izumi resulted in a first year sell-out of pre-season orders. And his Detroit-to-DC trip on an electric motorcycle was the subject of the highly successful "Shocking Barack" viral campaign for EV manufacturer BRAMMO, a journey

which resulted in BRAMMO's CEO being invited to the White House. In 2011, as the ECD for Under Armour, Dave steered the company's most effective new category launch to date.

In April 2012, Dave left Crispin Porter + Bogusky to form Made Movement, a marketing agency dedicated to supporting a resurgence in American manufacturing. In just a few short months, Made Movement was featured in The New York Times, partnered with Esquire Magazine, and now counts Seventh Generation, Repair.com, and New Belgium Brewing Company among a growing roster of clients.

Topic / Making Made

Descriptor / Launching the first ever ad agency and e-commerce web site dedicated to domestic job creation.