

Creativity / Commerce / Culture / Collaboration

Spring 2013



VCU Brandcenter Friday Forum

Feb. 8th / 11am - 12:30pm / VCU Commons Theater / 907 Floyd Avenue

Ignacio Oreamuno

Executive Director / The Art Directors Club



Ignacio Oreamuno, Executive Director of the Art Directors Club, never believed he needed anyone's permission to change the industry he loves so much. That fearlessness inspired him to found I HAVE AN IDEA in 2001, with the intention of creating a community-based publication that shared quality know-how by creatives for creatives. Soon thereafter, Ignacio launched Portfolio Night, the world's first-ever international portfolio review. Both initiatives grew at lightning speed, which solidified his path to inspiring creatives around the world.

In the following years, Ignacio was named one of Marketing Magazine's "Ones to Watch Under 30," and he launched two new initiatives: the Tomorrow Awards, an international award show without categories, exclusively focused on teaching and learning; and Giant Hydra, a first-of-its-kind mass collaboration creative tool for agencies.

Ignacio's recent move to the leadership position at the ADC marks the integration of two of the most esteemed industry advocate organizations in the world-- furthering his goals "to dramatically change, for the better, the industry I love so much."

Having lived in ten countries throughout his life, across Latin America, Europe and North America, Ignacio is no stranger to travel and new cultures. He is known for living his life in an airplane, for his taste for fine food and wine, and for never stopping in his tireless quest to improve the global creative industries.

Topic / How to Retire from the Business of Advertising

Descriptor / The world of advertising has completely changed over the past 12 months. I'm in a very lucky position because I get to go in all the major agencies on a weekly basis and see an all-encompassing view of the industry. I will share with you the many secrets of the current state of the industry and talk about the different new directions your career after VCU will likely go.