

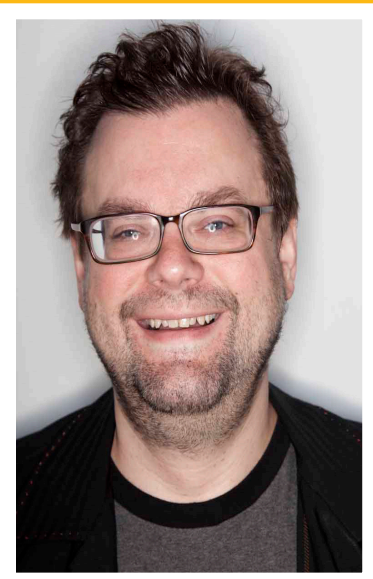


VCU Brandcenter Friday Forum

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

Rick Webb

Writer, Entrepreneur and Investor / Tumblr and Secret Clubhouse



Rick Webb currently serves as a consultant to Tumblr on Marketing and Revenue, a mentor to Tech Stars NY, and as a venture partner at Quotidian Ventures. Finally, Rick is the founder and CEO of Secret Clubhouse, a tech coworking space in Williamsburg, NY.

In 2001, Webb co-founded The Barbarian Group, an award-winning digital ad agency. He served as its COO for the first ten years of the company's existence. Webb left in 2011 to pursue angel investing in, and writing on, technology and advertising. He is an angel investor in Foursquare, Branch, Circa, Percolate, Docracy and others. He is an advisor to several other tech startups and marketing services companies, including Sherpa, Hard Candy Shell, and Small Girls PR.

Webb is the past writer of a tech column for the NY Observer and Betabeat and an avid blogger on technology, advertising, economics, politics and the government. He graduated from Boston University with a degree in International Economics in 1992. He serves a board member of the VCU Brandcenter, one of the most renowned advertising graduate schools, and was named as Creativity Magazine's 50 most creative people in marketing (2008). He was born and raised in Fairbanks, Alaska.

Topic / Which Half is Wasted

Descriptor / A brief history of advertising through an economic prism, and a look into how economics can tell us why everything's screwed up in advertising and what we can maybe do about it.