VCU Brandcenter Friday Forum
Feb. 1st / 11am - 12:30pm / VCU Commons Theater / 907 Floyd Avenue

Rob Strasberg
Co-CEO and Chief Creative Officer / Doner

Driving the Oscar Mayer Wienermobile was Rob’s first job out of college and since leaving, it’s been his goal to make every job just as fun.

Highlights: He was among the top 10 most awarded creative directors in the world in 2007, one of the 50 most influential men under 38 by Details magazine, and a judge at Cannes, One Show, Art Directors Club and Effies.

During 9 years at Crispin Porter + Bogusky, he helped create and pioneer a new era of digitally integrated advertising on such signature brands as Truth, Burger King, Sprite, Miller Lite, MINI, and VW.

His wife’s name is Treger, his son’s name is Henson, his daughter’s name is Tuesday — he’s the only one with a boring name.

“Luck is the residue of hard work.”

Topic / The Heroes Journey (How to Succeed in a Creative Life)

Descriptor / If your goal is to just get a job as a creative person in advertising, don’t come. If you’re on a quest to find out more about yourself, to know if you can be focused everyday on a single task in the hopes of seeing where your inner strength takes you, then come by for a fun chat.