



VCU Brandcenter Friday Forum

Nov. 16th / 11am - 12:30pm / VCU Commons Theater / 907 Floyd Avenue

Jeff Jones

EVP/Chief Marketing Officer / Target



Jeff Jones joined Target in 2012 as executive vice president and chief marketing officer. His areas of responsibility include all marketing and advertising operations for the corporation.

Jeff brings extensive experience in leading global marketing strategy and operations across a variety of industries including consumer products and retail. Most recently, he served as partner and president of McKinney, a Durham, N.C. based advertising agency.

Prior to McKinney, Jeff held several leadership positions at Gap, Inc., including serving as executive vice president and chief marketing officer, where he was responsible for leading marketing strategy, retail store design, store experience and all consumer communications. He also managed Gap, Inc.'s gift card subsidiary, Direct Consumer Services LLC, serving as president of the division.

In addition, Jeff has previously held leadership positions at marchFIRST, Inc., The Coca-Cola Company, Leo Burnett Worldwide, and served as president and chief executive officer of LB Works, a Chicago-based advertising agency associated with Leo Burnett.

Jeff is an advisor to experiential marketing firm AZ Group, mobile marketing company Zoove, indoor mapping technology company Point Inside and music-based gaming company Curious Sense.

Jeff received his bachelor's degree in 1990 from the University of Dayton.

Topic / Brand Love: Behind the Bullseye

Descriptor / The world is changing, so is Marketing. Join Jeff Jones for a first-hand perspective on how one of America's most-loved brands plans to stay on top.