



## VCU Brandcenter Friday Forum

Jan. 27 / 11 am – 12:30 pm / VCU Student Commons Theater / 907 Floyd Ave.

# Scott Ackerman

Director of Creative Technology / Big River



Scott Ackerman is Director of Creative Technology at Big River where he is working to build a finely tuned digital machine. He spent the past fifteen years honing his skills on projects that ranged from being borderline dangerous to nearly usable. While spending time at shops including IQ, Moxie Interactive and CP+B he has been able to work on and lead award winning projects for clients including Verizon Wireless, Amex, Burger King, Kraft, Old Navy, Puma and Volkswagen.

# Jimmy Jones

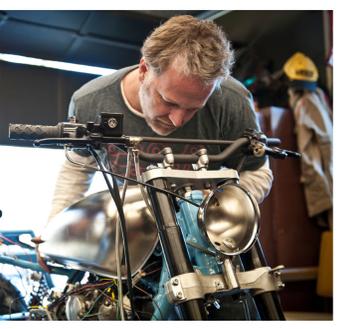
User Experience Director / Big River



Jimmy Jones is a passionate deviner with a unique blend of design, technology, and retouching skills. A Richmond native, Jimmy started his professional career as a retoucher and designer at several studios and agencies, including Siddall and Lot 44. His last venture was at The Martin Agency, where he worked as a multimedia developer, retoucher and designer.

# John Ryland

Founder / Classified Moto



John Ryland was a creative at The Martin Agency for years before getting axed and discovering his true calling: designing brutally elegant motorcycles. In the last two years, John has turned his passion into a company that has been featured in Playboy, Inked, Top Gear, and on CNN, Discovery and hundreds of websites around the world. Classified Moto began as a walk through a junkyard and is now riding the roads of the world.

Topic / Going Past Branding to Being The Brand

Descriptor / How we met John is an interesting story. And how John came to building bikes is even more interesting. That is what we hope to tell in an informal way. It's sort of about going past fancy presentations and getting your hands dirty doing the craft of what we all do every day.