

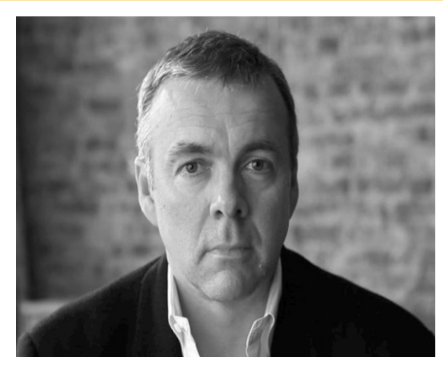


VCU Brandcenter Friday Forum

Aug. 23rd / 11am - 12:30pm / Brandcenter Lecture Hall / 103 S. Jefferson St.

Charles Day

Founder / The Lookingglass



Charles Day is the founder of The Lookingglass, a group of advisors and executive coaches focused on helping business leaders use their companies' creativity to build competitive advantage.

He and his associates work with some of the world's most innovative businesses and brands -- from global companies to entrepreneur-driven boutiques.

Charles has studied organizational creativity during a career that spans two decades. He began in the agency world, first at Ogilvy and then DDB. Then, as founder and CEO of the internationally acclaimed film editing network The Whitehouse, he guided the company through the entire business cycle. Under his leadership, The Whitehouse won more creative awards than any advertising industry supplier in history and has been widely recognized as an unparalleled example of a fully integrated, creative network.

Charles writes and speaks regularly on the challenges of leading and growing creative businesses. This fall, he is teaching a course on how to build companies that consistently produce 'Profitable Creativity' at Columbia University in New York.

He works as a personal coach to some of the advertising industry's most celebrated leaders.

Topic / "Four Things You Should Demand From Anyone You Work For"

Descriptor / In this provocative presentation, Charles Day discusses the qualities that separate great leaders from mediocre ones, and explains how to make sure you're working for the right person.