

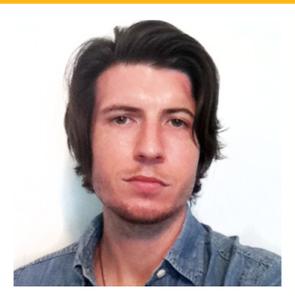


VCU Brandcenter Friday Forum

Feb. 24th / 11am - 12:30pm / VCU Commons Theater / 907 Floyd Avenue

Bud Caddell

Invention Strategist / Deutsch LA



Bud Caddell is obsessed with building adaptive organizations and more responsive brands to confront a more connected and therefore more complex world. Political strife, market forces, consumer demands, and technological change can today coalesce more quickly than ever before, raising all sorts of interesting questions and concerns Bud can spend his time chasing.

Bud has been fortunate enough to put his curiosities to work for clients such as Volkswagen, American Express, Ford Motor Company, GE, CNN, Pepsi, HBO, TBS/TNT and others. Before joining Deutsch LA, Bud worked with Alex Bogusky and Rob Schuham to help launch Common - the world's first collaborative brand and an organization to rapidly prototype social ventures. In addition, Bud has advised digital strategy for The Climate Reality Project, former Vice President Gore's non-profit dedicated to revealing the truth about the climate crisis. Bud is currently researching and writing his first book exploring the intersection of business strategy, organizational management, and complexity theory. Prior to this, Bud was the Strategy Director at Victors & Spoils in Boulder and Senior Strategist at Undercurrent in New York.

His work has been featured in The New York Times, The Wall Street Journal, Forbes, and AdAge. Personally, he has been cited in NYMag and the Harvard Business Review. His essay, "Becoming a Mad Man," discussing emerging media fandom has earned citations in Grant McCracken's latest book, Chief Culture Officer, and Henry Jenkins' upcoming anthology on spreadable media. Bud has spoken for SXSW Interactive, InterestingNY, AdFed of Central Oregon, and Boulder Digital Works.

Bud blogs at WhatConsumesMe.com and can be found @Bud_Caddell on Twitter.

Topic / Building a MakeTank Culture

Descriptor / You've already heard of plenty of agencies talking about changing their behaviors and changing their cultures. You've seen plenty of slides of how agencies should work. We don't just want to talk about it. We want to show transparency. We want to show our progress, our successes and even our mistakes. We'll give a peek behind the curtains of DeutschLA and show you the tangible steps we're taking to become one of the world's leading digital agencies.