Lance Jensen
Chief Creative Officer / Hill Holliday

Lance began his advertising career at Hill Holliday as a junior art director. From there he moved to the copy side at Emerson Lane Fortuna, which eventually merged with Arnold. There, he was the driving force behind VW’s “Drivers Wanted” campaign, at that time the largest account ever won by a New England ad agency. The new Beetle campaign swept virtually every national and international award show it entered. The result was a 250% increase in sales for VW in less than five years, firmly establishing Lance as one of the top creative directors in the country.

In January of 2000, he cofounded Modernista!, creating breakthrough campaigns for brands like Gap, MTV, Converse, Hummer, Budweiser, Avon, Cadillac, TIAA-CREF, Project (RED), Showtime, and Palm. His game-changing work for Hummer elevated the brand and won numerous awards. Lance’s creative vision helped reignite the Cadillac legacy; his ambitious campaign for the CTS modernized an iconic American brand for a younger and more diverse demographic.

In January 2011, he returned to Hill Holliday as chief creative officer. Lance has taught advertising concepts at the Massachusetts College of Art and sits on the board of the VCU Brandcenter. Awards include Cannes and the Cannes Grand Prix, MPA Kelly Awards (sweep), Andys, Clios and the Grand Clio, D&AD, Communication Arts, Webbys, The One Show, AICP, Effies, and Obie Grand.

Topic / FAILURE

Descriptor / This talk will be about the idea of being right. How do you know? Are you sure? Me neither. Let’s get into this.