



VCU Brandcenter Friday Forum

Mar. 2nd / 11am - 12:30pm / VCU Commons Theater / 907 Floyd Avenue

Mike Lescarbeau

CEO / Carmichael Lynch



Mike Lescarbeau began his career in Minneapolis in 1983 at an agency of 25 people then called Fallon McElligott Rice. He spent five years at what became Fallon Worldwide, gaining national and international recognition as a copywriter, before moving to Boston's Hill Holliday as senior vice president, creative director. In Boston, he led his creative group to award winning work for Hyatt Hotels and The Boston Globe, and provided winning creative campaigns in multiple new business pitches. In 1990, Lescarbeau joined London creative powerhouse Leagas Delaney, where he collected numerous awards for copywriting on Porsche, Timberland and Harrod's Department Store, among others.

Lescarbeau rejoined Fallon in 1992 as a partner and creative director, and spent the next eight years creating famous campaigns for Lee Jeans, BMW, Jim Beam Brands and other clients, winning both the Grand Effie (for Ralston Purina) and Cannes Gold Lions (for Lee). He rose to the second-highest rank in the agency's creative department, becoming its associate creative director in 1998.

Following the sale of Fallon to Publicis in 2000, Lescarbeau and three partners launched One and All, a highly inventive company with an unprecedented collaborative model that invited clients into the creative process. In its first year of eligibility, the company won the 4As' prestigious O'Toole Award, and its unique model resulted in groundbreaking campaigns for Summit Brewing Company, Target Pharmacy and the Red Wing Shoe Company.

In May 2007, Lescarbeau joined Carmichael Lynch as president and chief creative officer. He assumed the chief executive role in May 2009. At Carmichael Lynch, he has eliminated former barriers between agency disciplines and integrated the agency's offering, garnering Carmichael Lynch new levels of creative recognition across both existing and emerging media.

Mike Lescarbeau has spoken on the subject of creativity throughout the United States, Europe and Asia, and is featured in *The Copywriter's Bible, How the World's Best Advertising Writers Write their Copy*.

Topic / Collaboration

Descriptor / How to bring your individual best to large-group collaborations, and some scary surprises that may lie in wait at your first job out of school.