



VCU Brandcenter Friday Forum

Apr. 13th / 11am - 12:30pm / VCU Commons Theater / 907 Floyd Avenue

Rob Reilly

Worldwide Chief Creative Officer / Crispin Porter + Bogusky



Rob joined CP+B in 2003, after spending a decade at a number of New York ad agencies. He began at CP+B as a copywriter, creating some of the most talked about campaigns in history, and then went on to serve as the global creative director on Burger King, helping to transform the burger chain into one of the most culturally relevant companies in the world. In his current role as worldwide chief creative officer, he drives the creative vision for all of CP+B's clients around the globe, including category-leading brands such as Microsoft, Coke Zero, MetLife, Old Navy, Best Buy, Domino's Pizza, American Express OPEN, Unilever, SAS, Phillips, Kraft Macaroni & Cheese, Jell-O

and Under Armour.

Rob is one of the most awarded creative chiefs in the world with his work being recognized at Cannes, including two Titanium Grand Prix's, three Titanium Lions and 10 Gold Lions. His creative leadership has played a significant role in the agency being named Interactive Agency of the Year three times in the last six years at the festival. This year, Rob will act as President of the Cannes Titanium and Integrated Lions Jury.

Rob lives in Colorado with his lovely wife, Laura. In his spare time, he can be found trying to keep up with the younger employees on the company soccer team.

Topic / Put the Work First

Descriptor / Rob's advice to all young advertising professionals is to make choices now and throughout their career by "Putting the Work First." He'll share some interesting stories about his own personal journey to where he is today, as well as highlight why he's jealous of people who are entering the biz at this moment.