

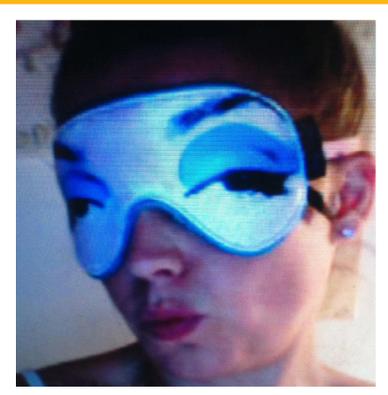


## VCU Brandcenter Friday Forum

Jan. 16 / 11am-12:30pm / VCU Commons Theater / 907 Floyd Avenue

# Diane Jackson

EVP, Director of Integrated Production / DDB Chicago



In 2007, Diane was named EVP, Director of Integrated Production at DDB Chicago. She has expanded the agency's production department across multiple platforms and has also been formative in strategizing for the entire DDB network. Colleagues and clients alike recognize Diane's rare combination of tenacity, strategic vision and creativity; she defies the conventional constructs of the production discipline.

During her first stint at DDB from 2000 to 2003, Diane produced iconic work for Energizer, McDonald's, Anheuser-Busch, JC Penney, and Exxon Mobil. Then, for four years, Diane worked at Energy BBDO in Chicago as Director of Integrated Production.

Diane led an international team to produce Bud House, the first-ever global online, real-time reality series to be produced in South Africa, it was at the core of Anheuser-Busch-InBev's sponsorship of the FIFA World Cup. She secured President Obama's campaign manager to partner with DDB for a presentation entitled "The Art of The Possible - The Audacity of Successful Brands," a highlight of the Cannes Lions Festival in 2009. She also executive produced the films for Chicago's 2016 Olympic bid in Copenhagen with Mayor Daley.

Diane has served three times on the AICP Curatorial Panel at the Museum of Modern Art in New York and is the recipient of the Institute Practitioner in Advertising (London) – Distinction in Advertising award. She is very proud to serve as a board member of the VCU Brandcenter.

### Topic / Collaboration and the Pursuit of Magic

**Descriptor /** "It is the long history of humankind (and animal kind, too) those who learned to collaborate and improvise most effectively have prevailed."

Charles Darwin.

As creative marketers, we strive to engage consumers and create meaningful connections to brands. The path to this is continually evolving and the role of production and how to find the right collaborators to bring the magic to life is unique to every project. There are however some fundamental guidelines.

Please join me as I share some insights and stories on what it takes to "get shit done."