

Creativity / Commerce / Culture / Collaboration

Spring 2015



## VCU Brandcenter Friday Forum

Apr. 17 / 11am-12:30pm / VCU Brandcenter Lecture Hall / 103 S. Jefferson St.

# Eric Kallman

Creative Director & Associate Partner / Goodby Silverstein & Partners



Eric started at Chiat Day New York where he did Skittles and a bunch of other stuff.

Then he went to Wieden+Kennedy where he did all the Old Spice stuff and a bunch of other stuff like Career-builder and Coke.

Then he helped to start and was ECD of Barton F Graf 9000 where he did KAYAK.com, Ragu, Little Caesars, DISH, Climate Name Change and a bunch of other stuff.

Then he just went to Goodby Silverstein and Partners where he is ECD and it's awesome and is getting even more awesome err day, hey now, watch out, high 5!

He wants to talk to you about literally anything he can that will help. He'll talk about his experience getting started in advertising if you think that will help or he'll show old spots and tell funny production stories if you just need a break. Holla atcha boy.

**Topic /** Lets talk about anything that you want to talk about that I might be able to help you with and stuff.

**Descriptor /** This is the talk where I talk to you about anything it is that you would like to talk about that I might be able to help you with.