

Creativity / Commerce / Culture / Collaboration

Spring 2017



## VCU Brandcenter Friday Forum

Apr. 7 / 11am-12:30pm / VCU Commons Theater / 907 Floyd Ave.



# Jason Harris

President & CEO / Mekanism



President and CEO of award-winning creative agency Mekanism, Jason Harris works closely with brands to create shareable and provocative campaigns that engage audiences. Under his leadership, Mekanism was named to Ad Age's 2016 Best Places to work, Agency A List, Creativity's Creative 50, Effie's Most Effective Independent Agencies, and Harris has been profiled by The New York Times, Fast Company and ABC's "Nightline."

Harris serves on the board of directors for Advertising Week, the United Nations' Social Impact Leadership Council, and is an advising member of the elite Brand 50. He has helped build some of the world's most iconic brands: Disney, adidas, Levi's, Ben & Jerry's, The White House,

Nordstrom, Pepsi, MillerCoors, Amazon and The North Face. In 2015, Harris was named #5 on the list of the top 10 most influential social impact leaders. His methods have been covered and studied by Harvard Business School.

Topic / **MAKE IT GOOD.** What Involvement Marketing Can Do For You.

Descriptor / Jason Harris will talk about the involvement marketing model his agency uses to develop some of today's most important progressive campaigns. Through Jason's model, learn why taking on social good initiatives is not just good for the world, but great for business.