

Creativity / Commerce / Culture / Collaboration

Spring 2017



VCU Brandcenter Friday Forum

Apr. 14 / 11am-12:30pm / VCU Commons Theater / 907 Floyd Ave.

Jess Greenwood

SVP, Activation Strategy / R/GA



Jess Greenwood is R/GA's SVP, Activation Strategy. She joined R/GA as director of business strategy in February of 2012, following a little over two years as director, Contagious Insider at Contagious Communications (she had previously served as deputy editor of Contagious Magazine).

Following a stint working for Google's creative partnerships team, she returned to R/GA in October of 2014 as vice president, content and partnerships. She has

worked with clients including Verizon, Nike and Tiffany, and is also a founder member of Papel e Caneta, "a global collaboration between strategists across the world to solve some of society's toughest problems."

Topic / Craft vs. Currency: How to take what you know and relearn it every day

Descriptor / Advertising is a craft-driven industry, and craft is all about tradition, right? Having a craft, and refining that craft, indicates that there's a right way to do things. However, it's 2017, and it's not only media channels that are evolving quickly. The industry itself is shifting, and the sort of work that hit perfectly 12 months ago might not work today. The right way to do things is changing all the time.

As R/GA's SVP, Activation Strategy, it's Jess's job to find ways to get our clients to market in the most relevant way possible. In this session, we're going to talk about what actually works in 2017, and how you can flex and grow your craft over time to make sure that your work always works.