

Creativity / Commerce / Culture / Collaboration

Spring 2017



VCU Brandcenter Friday Forum

Jan. 27 / 11am-12:30pm / VCU Brandcenter Lecture Hall* / 103 S. Jefferson St.*

ALTERNATE LOCATION

Kristen Cavallo

US Chief Growth Officer / MullenLowe



As CSO and President, Kristen helped Mullen's flagship office grow 86 percent over six years and garner an unfair share of attention for innovative clients such as American Greetings, Royal Caribbean, JetBlue, FAGE, Patrón and Acura. Named an AdAge Agency A-List four times, as well as Creativity's Innovator of the Year and one of Fast Company's Most Innovative Companies, MullenLowe lives its mission of always thinking and behaving like a challenger. After the merger, Kristen was asked to continue this record of success by guiding the agency's mission and growth in all four domestic offices.

Kristen has spoken at the 3% Conference, the Cannes Lions International Festival of Creativity and Hult International Business School's commencement. She's led teams that have won Cannes Lions, an Emmy and multiple Effies, including the Grand Effie for American Greetings' World's Toughest Job campaign. She is a two-time winner of the Jay Chiat Award, the industry's highest award for strategic excellence, for her work on Volkswagen and Coca-Cola. And in 2014, Kristen was named an Ad-Age Woman to Watch. She's passionate about inspiring teams and setting a vision.

Topic / The Rise of the Polymath

Descriptor / Ours is a culture of innovation, where perfect remains an elusive ideal and people are increasingly willing to experiment, test and iterate. Innovation happens overnight, creating a culture of permanent beta. In this world, we see the nimble agency and transcreative thrive. Hear from an industry leader how her challenger agency courts a new generation of clients and employees.