

Creativity / Commerce / Culture / Collaboration

Spring 2016

## VCU Brandcenter Friday Forum

Mar. 25 / 11am-12:30pm / VCU Commons Theater / 907 Floyd Avenue

# Rich Ting

EVP / Global Chief Experience Officer / R/GA



As EVP, Global Chief Experience Officer, Richard guides and leads R/GA's Global Experience Design (XD) team to help strengthen and bolster R/GA's portfolio of capabilities (mobile, social, commerce, prototyping, experiential, data visualization, and Internet of Things). The XD team is responsible for the overall user experiences of all communications, products, and services that R/GA launches into the marketplace.

In his more than 14 years with R/GA, Richard has worked on a wide range of clients which includes Nike, Samsung, Google, J&J, and MasterCard. Recently, Richard also spearheaded the R/GA work that won the Mobile Marketing Association's 2013 Global Mobile Agency of the Year. Richard has received nearly every major industry award, including the Cannes Titanium Lion, the Grand Clio, the International ANDY Awards GRANDY, and the D&AD Black Pencil.

Richard is a sought-after digital thought leader and has served on a number of award show juries such as The One Show, The International Clio Awards, The London International Awards, The Effies, and The Webby Awards. He has also spoken at numerous conferences including SXSWi, Advertising Week, The One Club, and the Mobile Marketing Forum. In the recent years, Richard has published articles in Harvard Business Review, The Atlantic, Advertising Age, Adweek, and Digiday.

As an avid follower of startups and emerging digital trends, Richard helps to drive R/GA's FutureVision program and is a co-founder of the critically acclaimed R/GA Accelerator program, which works with start-ups in the Internet of Things space. Richard currently serves as co-Chair of the Mobile Marketing Association's Internet of Things Incubation Council and is an executive member of the International Academy of Digital Arts and Sciences (IADAS).

Richard has strong ties in the academic world and previously taught "Designing the Future of TV" at NYU's Interactive Telecommunications Program and has been a guest lecturer at Brown University, Parsons School of Design, Miami Ad School, and Howard University. In recent years, Business Insider ranked Richard as #3 in their annual "Most Creative People in Mobile Advertising" survey and Adweek rated Richard as a top 25 ad voice on Twitter. You can learn more about Richard and his sneaker collection by following him on Twitter, @flytip.

Topic / Creating Digital Products and Services That Matter

Descriptor / The presentation will highlight the major shifts happening with consumer behavior and technology and how that impacts R/GA's approach towards the creation of digital products and services. We'll look at R/GA's philosophy, approach, and work process for creating digital products and services while also reviewing some key award winning case studies.