



## VCU Brandcenter Friday Forum

Mar. 7 / 11am-12:30pm / VCU Commons Theater / 907 Floyd Avenue

# Richard Fine

Managing Partner / Redscout



Richard returned to Redscout in 2013 as Managing Partner to help manage and drive forward the company's recent rapid expansion. He combines experience developing new products and marketing on the world's largest brands, with entrepreneurial experience with Venture Capital and developing emerging consumer brands.

Richard was an early employee, Partner, and Director at Redscout from 2003-2007 developing products with hundred of millions of dollars in annual sales for PepsiCo, Nike, Diageo, Johnson & Johnson among others. Richard was also Founder and CEO of the simplified medicine brand Help from its creation in 2008 through to its acquisition in early 2013. Help was

created out of the belief that basic medicine could be simpler, better, and more human and the brand rapidly expanded nationally at retailers like Duane Reade/Walgreens, Target, and W Hotels. The company won an IDEA award for packaging ("the Oscars of Design"), a Cannes Lion for advertising ("the Oscars of Advertising"), a best of show from Dieline, and was selected as one of Wallpaper Magazine's Life Enhancers of the Year.

Richard and his work have been profiled in Business Week, The New York Times, Vanity Fair, CNN, and Fast Company, and he is a regular speaker at conferences. Richard graduated with First Class Honors from Oxford University with a BA in Philosophy, Politics, and Economics.

### Topic / Insights and Transformation

**Descriptor /** What was the insight that made Kanye into a phenomenon? Or was the starting point for Warby Parker? Or made Nest sell for 3.4 billion dollars after 3 years? Richard Fine will talk about what is and isn't an insight, as well as different kinds of insights - cultural, consumer and business. He will bring to life Redscout's process with examples from work for clients like Nike, Gatorade and Kate Spade.