Creativity / Commerce / Culture / Collaboration
Spring 2016

VCU Brandcenter Friday Forum

Feb. 26 / 11am-12:30pm / VCU Commons Theater / 907 Floyd Avenue

Roben Farzad

Host / *Full Disclosure* on NPR One

Roben Farzad is host of public radio's *Full Disclosure*, which airs on NPR One, SoundCloud, iTunes, Stitcher and WRIR 97.3 FM RVA.

Previously, Roben was senior writer and multimedia personality for Businessweek, where he covered Wall Street, international finance and emerging markets. In his nine years at the magazine, he reported everywhere from Mozambique and Botswana to the Mideast and Medellín, Colombia, to the Dominican Republic and the Niger Delta. His 2007 cover story on Colombia's economic renaissance was brandished on Capitol Hill during free trade debates.

Roben started his career at Goldman Sachs, where he helped run $1.8 billion in assets for clients in Latin America. He has appeared on MSNBC, CNN, The PBS News Hour, C-SPAN, CNBC, Dateline NBC, ABC's Good Morning America, the CBS Early Show and Charlie Rose. He is also a regular on National Public Radio and have co-hosted the Brian Lehrer Show and Bloomberg Radio. His byline has appeared in the New York Times, Wall Street Journal, Miami Herald and Boston Globe. Born in Iran and raised in Miami, Roben speaks Farsi (Persian) and Spanish.

Roben graduated from Princeton University's Woodrow Wilson School of International Affairs and the Harvard Business School, and he has lectured at NYU, CUNY, Columbia, UNC and VCU.

His book *Hotel Scarface* hits in 2016.

Roben enjoys parenting, documentary-making, public speaking, RC Cola, Miami nostalgia and the band Yes, which belongs in the Rock & Roll Hall of Fame.

Topic / Crash and Burn Out of Your Career with Style: A Cautionary and Inspiring Tale

Descriptor / How I am reinventing and rebranding in an annihilated industry, using social media and new allies across sectors