



## VCU Brandcenter Friday Forum

Mar. 28 / 11am-12:30pm / VCU Commons Theater / 907 Floyd Avenue

# Tom Carroll

President & CEO / TBWA\Worldwide



An entrepreneur, leader and creative visionary, Tom has spearheaded the transformation of TBWA from a great independent, creative shop into one of the most effective networks in the world. His ambition is to establish TBWA as one of the 10 most creative companies in the world - not just in the field of advertising, but among all companies.

Under his leadership, TBWA has evolved relationships with global clients including Gatorade, McDonald's, Nissan and Pepsi, and has recruited new ones, including Johnson & Johnson and GSK. Tom has also been instrumental in leading the launch and growth of TBWA brands Digital Arts Network, E-Graphics, Integer and 180.

Throughout his career, Tom has worked across a range of global brands. His first stint at TBWA saw him work with Jay Chiat, discovering his passion for developing big ideas that could change the world, and working with clients in both the LA and New York offices of Chiat\Day. In 1989, Tom founded Weiss Whitten Carroll Stagliano, whose clients included Guinness Import Company, Citibank and Rossignol. After running his own business for 10 years, Tom was lured back to TBWA to be President of the Los Angeles office. He then returned to New York where he was promoted to positions that culminated in him becoming President & CEO of TBWA\Worldwide in 2007.

Tom regularly appears at industry, business and academic events, including speaking at Advertising Week 2013, cohosting on Bloomberg Surveillance TV and speaking to students at NYU. In 2008, Tom was named "Executive of the Year" by Advertising Age magazine. "The person who best embodied the spirit of leadership in the agency business is Tom Carroll," AdAge declared, going on to say that he is "fit to run a relevant-as-it-gets global network."

In addition to his TBWA responsibilities, Tom is the former Chairman of the American Association of Advertising Agencies (4A's) and is on the board of the Ad Council, the ALS Association (Lou Gehrig's Disease) Greater New York Chapter and the YMCA Arts & Letters Reception to benefit the Y After School Program in New York City.

Topic / Great Work

Descriptor / Tom will show commercials from the past and talk about what made them work.