



VCU Brandcenter Friday Forum

November 20th / 11 am – 12:30 pm / VCU Commons Theater / 907 Floyd Avenue

Tom Scharpf (AD, 1998)

Creative Director / VB&P



Tom Scharpf began his career as one of the stars of the inaugural class of the now-heralded VCU Brandcenter. While just an intern at Ogilvy & Mather, Toronto, Tom even managed to win two Cannes Lions for his Jaguar work. Upon graduating, Tom took gainful employment at Fallon, Minneapolis, where he did award-winning work for United Airlines, Holiday Inn Express, Starbucks, Nikon and Miller Lite.

Before joining VB&P as a Creative Director nine years ago, Tom was a much sought-after freelance commodity working at agencies as varied as BBH, Chiat\Day, Butler Shine & Stern, DDB New York, and David & Goliath. His client experience runs the gamut of everything from Johnny Walker, to Adidas, to Electronic Arts, to Dyson, to Converse, to Samsung. His work has been featured in the One Show, Communication Arts, The New York Times, Ad Age, Adweek, Archive and Creativity.

While at VB&P, Tom's creative efforts have helped to land the Audi, SKYY Vodka and Google Fiber accounts. As Creative Director on Intel, Tom led the "Look Inside" work that recently garnered 5 Bronze Lions in Cannes, and recently picked up a few more in the launch of Reebok's "Be More Human" campaign. In his spare time, Scharpf attends to his three children, takes photographs of Americana, writes children's books, and plays no more than four chords on his guitar.

Jake Bayham

Senior Strategist / VB&P



Jake started his career in account management on the Audi account, where he helped develop Audi's memorable "Prom" Super Bowl campaign and award winning launch of the A3. But within a year, it was apparent that Strategy was his true calling, when he was given the opportunity to take on the strategic role in pitching Reebok's global brand business.

After successfully winning the Reebok account, he took the brand on full time, and has been instrumental in shaping the new 'Be More Human' brand positioning which launched in early 2015. Jake and team have also jumped on social engagement opportunities that have successfully placed Reebok in the cultural conversation, like Reebok Bacon, Reebok Human Delivery. Service and Hunt For The Pump.

Topic / Lessons of Love and Loss

Descriptor / Edmund Burke once said that "Example is the school of mankind, and they will learn at no other." Jake Bayham and Tom Scharpf will join us to share how they have each been schooled by the world of Advertising from distinct vantage points. As someone relatively new to the profession, Bayham will share the insights, observations and opportunities to be had in your early agency years. As a member of the inaugural class of the VCU Brandcenter, Scharpf will regale all with lessons of love and loss that span across his nearly 20 years in the business. Together these insights will provide a holistic and cautionary tale shedding the light on our collectively chosen paths.