



## VCU Brandcenter Friday Forum

Feb. 7th / 11:30am – 1 pm / Commons Theater / 103 S. Jefferson St.

# Chloe Gottlieb

Senior VP/Executive Creative Director / R/GA New York



As SVP, ECD at R/GA New York, Chloe Gottlieb partners with Taras Wayner to uphold the highest creative standards across a diverse and award-winning body of work for major global brands. Chloe is a business-minded creative leader who enjoys collaborating with diverse minds at the intersection of design & technology. Prior to this role, Chloe built the largest group of Experience Designers at any global agency. Her Experience Design craft is instrumental in charting the future of connected experiences for brands and their customers.

Her work for clients like Nike, Nokia, VZW, and AdCouncil has garnered the industry's most esteemed awards, including Cannes Cyber Lions, One Show Interactive, Clios, ADC, ANDY's and CommArts. Chloe has been named a NYT Digital Scholar, judged the Cannes Cyber Jury, published an article in BusinessWeek, and selected to be one of Adweek's 25 Best Voices on Twitter.

# Jay Zasa

Senior VP/Executive Creative Director / R/GA New York



Jay is currently SVP, ECD, Campaigns at R/GA, where he oversees communication-based work globally. He recently completed the above-the-line launch campaign for Beats Music.

Before rejoining R/GA, Jay spent three years as the first ECD of The Barbarian Group, helping lead that company's transition from a digital boutique/production company to a full service agency, and creating award-winning work for clients including Pepsi, GE, and Samsung.

Before that Jay was an ECD at R/GA in New York from 2005-2010, leading work for Pepsi, Verizon, and Nokia, as well as a number of high-profile pitch wins.

Jay has been an interactive creative since the dawn of the Web. He built one of Columbia University's first websites in 1995, then joined Agency.com, one of the first companies in NYC founded to explore the emerging digital medium, as their first copywriter. He later worked at Ogilvy Interactive in New York for six years.

Jay is most interested in digitally-centered agencies taking the lead with clients, from strategy, to developing creative platforms, to executing in multiple channels, including mass media.

Topic / The Whole Idea

Descriptor / Systems and stories by themselves aren't enough. Great work results when we look at what a brand needs to say and do as equally important, and driven by a single unifying thought. Working simultaneously on top-down storytelling and bottom-up experience design requires collaboration among copywriters, art directors, experience designers and creative technologists. This talk will showcase this new world of work, examples of the best work in this space, and more importantly, how you fit in.