



## VCU Brandcenter Friday Forum

August 21st / 11 am – 12:30 pm / VCU Commons Theater / 907 Floyd Avenue

# Ty Montague

Co-Founder, CO-CEO / Co:collective



Ty and his partners launched co:collective in September of 2010. co: is a strategy and innovation company that works with leadership teams to conceive and execute innovation in the customer experience using a proprietary methodology called StoryDoing (circle c). Co: has been engaged by YouTube, Google, Timberland, GE and Infiniti among others to develop new products, new services and new retail experiences.

In his previous career in the advertising business, Ty was also a restless agent of change. As Co-President, Chief Creative Officer, JWT North America, Ty and his business partner Rosemarie

Ryan helped lead a 5-year transformation of the agency. This effort culminated with JWT being named Adweek magazine's 2009 Global Agency of the Year – the first award of its kind for JWT and parent company, WPP. Prior to that Ty launched and helped build the New York office of Bartle Bogle Hegarty, ran the New York office of Wieden + Kennedy and worked at the New York office of Chiat Day.

Ty is an author and frequent speaker on the topics of innovation, business transformation and the power of story. His first book is True Story: How to Combine Story and Action to Transform Your Business (2013 Harvard Business Press).

Ty has been named one of the 50 most influential creatives of the past 20 years by Creativity Magazine. Fast Company magazine named him one of the Top Ten Creative Minds in business.

# Caitlin Bradley

Content Creator / co:collective



Graduating from VCU Brandcenter in 2014, Caitlin Kennedy Bradley is still what she calls a pseudo-adult. As a Content Creator at co:collective, she's worked on projects ranging from the strategic positioning for an apparel company to the development and launch of a SaaS product.

When she's not working, Caitlin spends her time taking pictures of her food and of her cat – both prominently featured on her Instagram (@kennedyley) – though she hears Snapchat is the new thing.

Topic / Storydoing not Storytelling

Descriptor / How Today's Best Brands Lead With Innovation