



VCU Brandcenter Friday Forum

Nov. 8th / 11am - 12:30pm / VCU Commons Theater / 907 Floyd Avenue

John Costello

President, Global Marketing and Innovation / Dunkin' Brands



John Costello joined Dunkin' Brands in 2009. He has global responsibility for Dunkin' Donuts and Baskin Robbins advertising, marketing, consumer engagement, digital, mobile and social marketing, consumer and business intelligence and field marketing, and oversees Dunkin Brands' research and development, culinary team and channel development efforts for both brands globally.

One of the early pioneers of omni-channel marketing, John has served as the Executive Vice President of Merchandising and Marketing at The Home Depot, Senior Executive Vice President of Sears, Chief Global Marketing Officer of Yahoo and President and COO of Nielsen Marketing Research U.S. He also worked at Zounds, Inc. and YOU Technology, Inc. f/k/a Pay by Touch. John began his career at The Procter & Gamble Company, where he held a number of senior marketing and brand management positions and served as Senior Vice President of Marketing and Sales at Pepsi-Cola, USA.

John was named one of the 30 Most Influential People in Marketing by Advertising Age, one of the Top 50 Marketers by Adweek, one of the Top 10 Merchants by DSN Retailing Today and was elected to the Retail Advertising Hall of Fame. He is a director of The Ace Hardware Corporation, the Global Mobile Marketing Association and the Yellowstone Park Foundation. He is past Chairman of the Association of National Advertisers and The Advertising Council.

Topic / Bottom-Line Branding™: Building Brands and Driving Profitable Sales in Today's Changing World

Descriptor / John Costello will discuss the insights he's learned at Dunkin', P&G and other world class companies on building brands and driving profitable sales in today's rapidly changing world. Find out how Dunkin' Brands uses consumer insights to understand consumer needs and then develops a 360-degree approach to meeting those needs through a unique combination of brand promise, advertising, menu, in-store environment, mobile and social media strategies.