Creativity / Commerce / Culture / Collaboration

Fall 2013



VCU Brandcenter Friday Forum

Nov. 15th / 11am - 12:30pm / VCU Commons Theater / 907 Floyd Avenue



Chief Marketing Officer / American Express Company



John Hayes is Chief Marketing Officer of American Express, which does business in over 140 countries. For the past 18 years, John has overseen American Express's efforts worldwide, shaping both the company and its brand.

In addition to overseeing marketing strategies and product development, John leads the functions of global advertising, digital marketing, market research, corporate sponsorships, brand management and publishing organizations. Under John's leadership, American Express has created over 200 new product launches, including the coveted Centurion black card, Blue and more recently Serve from American Express.

Giving back is a core value at American Express and the company is often credited as having launched the first cause-related marketing campaign in history. John has continued this tradition, helping to affect the lives of many through programs such

as "Charge Against Hunger," which provided food for those in need across the country, "Save The Music," which supported music programs in underprivileged schools in America, and "Members Project," which empowered the community of members in new ways to make a difference in the world in which we live.

In 2001, John brought American Express in as the Founding Sponsor of the Tribeca Film Festival. The partnership has been credited with helping to revitalize and bring business back to lower Manhattan after the events of September 11, 2001. In 2006, he was one of the creators of the (RED) campaign, a revolutionary marketing effort to address the AIDS emergency in Africa. John is recognized as a thought leader and market-mover in a constantly changing marketplace.

John serves on the board of directors at Yahoo! and Green Mountain Coffee Roasters. He is a member of the Save the Children Board of Trustees and "The Well" at Charity Water. He has been recognized for his contribution to business and the community on numerous occasions. John was named by Ad Week in 2013 as one of the "50 Executives Who Make the Wheels Turn." He received the "2010 Coporate Marketing Executive of the Year" award from The Delaney Report and the "2009 Global Leadership Award" from the UJA-Federation of New York. His work received an Emmy Award from the Academy of Television Arts & Sciences in 2007 and several Cannes Lions, including two Grand Prix awards, in 2012.

Topic / How Does a 163-year-old Brand Remain relevant?

Descriptor / How often do you get the chance to have a conversation about branding with the CMO of a 163-year old brand? American Express CMO John Hayes invites you to a dialogue about what makes a brand enduring and how brands are being built today. Be sure to bring your questions.