



## VCU Brandcenter Friday Forum

Nov. 19 / 11am - 12:30pm / VCU Student Commons Theater / 907 Floyd Avenue

# Joshua Bletterman

Creative Director / TBWA\Chiat\Day Los Angeles



Joshua Bletterman has taken a non-traditional route to a traditional ad agency--from journalist to producer to client to creative at magazines, sports brands, interactive and event agencies, and finally as Creative Director at TBWA\Chiat\Day in Los Angeles. He's grown with mentors and been a mentor, taking copious mental notes every step of the way.

He has had the good fortune of working on some incredible projects with some of the most influential brands on the planet: Sports Illustrated for Kids, adidas International in Amsterdam, Nike, Levi's, ESPN, and more at R/GA, and Coke, American Express and Budweiser at Momentum.

Josh has recently been blessed with the opportunity to relocate to sunny LA to work with the legendary Lee Clow and Jimmy Smith on dimension-izing Gatorade - through any and every medium necessary.

**Topic /** Everything You Wanted to Know about Advertising, But Were Afraid to Ask

**Descriptor /** Joshua will talk about his journey and share some of his insights, but most looks forward to candidly answering the questions you've always wanted to ask about the industry.