



VCU Brandcenter Friday Forum

Oct. 28th / 11am - 12:30pm / VCU Commons Theater / 907 Floyd Avenue

Jonathan Rosen

Co-Founder/Creative & Film Director / Lucky



Three continents, five countries, one deportation and a dual-residency later, Jon has been “The International Man of Advertising,” all in search of fresh ideas and new perspectives. Jon developed his success at award-winning traditional agencies such as Leagas/London, Fallon/NY, Wieden/Amsterdam and Publicis MOJO/Sydney on global brands such as, Nike, Adidas, Diesel, Powerade, Gore-tex and Coke.

He began directing, and this new love ultimately led him back home to the media epicenter of New York, where he met his future business partner and wingman, Ryan O’Hara Theisen at NYU’s Directors Program. Soon thereafter, Lucky was born.

Topic / Bloopers, Blunders & Being Lucky at starting your own shop.

Descriptor / When two spacey creative guys turned filmmakers decided to join forces in the middle of a recession - they found out the hard way the ups and downs of playing grown-ups at their very own branded entertainment company.