



VCU Brandcenter Friday Forum

Nov. 4th / 11am - 12:30pm / VCU Commons Theater / 907 Floyd Avenue

Andrew Bennett

Chief Executive Officer / Arnold Worldwide
Global Chief Strategy Officer / Havas Worldwide



Andrew is Global CEO of Arnold Worldwide, which represents some of the world's most renowned brands, including Dell, The Hershey Company, Jack Daniel's, McDonald's, New Balance, Ocean Spray and Volvo. Andrew leads Arnold's 1,500 employees across the network's 15 offices. His career in marketing spans nearly two decades and includes hands-on experience in almost every marketing discipline and across multiple product and service categories. He has a unique understanding of marketing gained through work on the client side, in consulting and for global communications agencies, including Euro RSCG, where he served as New York co-president, FutureBrand and McCann-Erickson.

As Global Chief Strategy Officer of Havas Worldwide, Andrew develops, communicates and executes strategic initiatives for the holding company's agencies and clients.

Andrew has been selected for AAF's Advertising Hall of Achievement (2010), Business Journal's "40 Under 40" (2010) and Crain's New York Business's "40 Under 40" (2009), and is the co-author of two marketing books, *Consumed: Rethinking Business in the Era of Mindful Spending* and *Good for Business*.

Topic / How to Launch Your Advertising Career

Descriptor / It's not secret that we're currently in a tough job market, but agencies are always in need of smart, ambitious and entrepreneurial people. Andrew will share 10 tips to help you stand apart from the pack and launch a successful advertising career.