



## VCU Brandcenter Friday Forum

Oct. 14th / 11am - 12:30pm / VCU Brandcenter Lecture Hall / 103 S. Jefferson St.

### Bob Moore

Chief Creative Officer / Publicis



Bob's journey to Chief Creative Officer began at a mom and pop agency in Seattle where he was a Media Planner, Media Buyer, Account Executive and Copywriter.

His first actual job as a copywriter came in 1984 at a small business-to-business agency in Seattle, and from there he spent three years at Cole & Weber, also in Seattle.

The next ten years were with Wieden + Kennedy, working mostly on the Nike business. In 1992, he was one of seven Americans to open Wieden + Kennedy Amsterdam, and helped it grow to 130 people including Italian, Dutch, French, Australian, English, Scottish, Spanish, German, and at least one Japanese-Canadian. He was called back to W+K Portland in 1996 to run Microsoft and

several other accounts, including AltaVista, Oregon Tourism and Coca-Cola.

In 2000, Bob was named Creative Director of Fallon, Minneapolis, and worked on United Airlines, Lee Jeans, International Trucks and Holiday Inn Express.

Aiming to reunite with several ex-Wieden colleagues, Bob joined Publicis Seattle, as Executive Creative Director, in 2002. In 2006, he became Chief Creative Officer of Publicis U.S. and now enjoys offices in New York, Dallas and Seattle.

Bob's work has won five Golds, three Silvers and two Bronze Lions at Cannes, One Show Best of Show, the Radio Mercury Grand Award, the Kellys Grand Prize, 3 D&AD Silver Pencils, Clios and CA.

When he's not at work, Bob plays bass guitar and sings way-back up. He is also a competitive swimmer and has been ranked nationally in his age group, which group he will not tell you. His wife Susan teaches French and they are the parents of two teenage girls.

#### Topic / How To Get Fired

Descriptor / Getting hired after graduating from a great school like VCU is actually the easy part. In the current economic environment, the key is staying hired. Bob will share things he's learned throughout the years that make one person more vulnerable than another. By the end of the hour, he will make you as unfireable as humanly possible.