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**2005-
Current:** **University of Michigan, Ross School of Business**

- Adjunct Lecturer in Marketing. Courses: MKT 621 (Applied Advertising); MKT 322 (Digital Marketing) and MKT 407/COMM 317 (Designing Persuasive Communications).
- From 2006-2016, Co-Director: Yaffe Center for Persuasive Communications. Responsible for coordinating annual Digital Marketing Workshop (seven years) plus speaker series, website redesign, digital marketing hub, and independent projects.

2004-Current: **Marketing Consultant**

- Morgan Stanley: Assisted CEO and CMO on various projects ranging from brand "measurement" to developing advertising strategies and ideas 2004-05.
- Wellness House (Hinsdale, Illinois): Assisted CEO and Director in developing new marketing and first ad campaign for this non-profit that offers support for families with a cancer diagnosis. Awarded "Heart of the House" award in 2010.
- Indiana University athletics and Loyola University basketball projects.

1980-2003: **Leo Burnett Advertising Agency**

- Hired directly out of Ross. Promoted seven times over twenty-three years. Spent career primarily devoted to Kellogg's (from 1980-1998) and Morgan Stanley (1999-2003).

- **1999-2003: Executive Vice President and Global Account Head of Morgan Stanley Business.** Led Agency efforts to develop strategies and plans which transitioned Morgan Stanley Dean Witter to Morgan Stanley. Developed brand essence and brought it to life through new advertising campaigns around "Well Connected" and "One Client at a Time" ideas. Today, Morgan Stanley is one of the strongest brands among financial service firms in the world.

Also responsible for strategies, campaigns, and new ideas for the Institutional Bank, Retail Brokerage, and Mutual Funds businesses.

- **1998: New Business.** Helped develop Agency pitch for two pieces of business: Discover Card and The Chicago White Sox.

- **1980-1998: Kellogg's Ready-To-Eat Cereal Business.** From 1987 to 1995, served as Vice President Account Director on Kellogg's, one of Burnett's three largest global accounts, and from 1995-1998 was Senior Vice President Account Director responsible for Kellogg's US cereal business.

Led Agency activities on behalf of Kellogg's including idea generation, strategy, planning, creative development, and media and budget oversight on over 25 Kellogg's brands.

Over that period, developed new strategies and campaigns for Kellogg's Frosted Flakes ("Brings Out The Tiger In You", "Hey Tony", "Shadows", "Fat Free" and "Teens"), Rice Krispies ("Snap, Crackle, Pop" and "Treats"), Froot Loops ("Follow Your Nose" and "Teen Dreams"), Apple Jacks ("We Eat What We Like"), Corn Pops ("Gotta Have My Pops"), Special K ("Signal Garment") and new products, including Cocoa Frosted Flakes, Holiday Rice Krispies and Froot Loops new color loops.

Also responsible for developing Kellogg corporate efforts, including "Cereal: Eat It for Life", "Help Yourself", and "New Lower Price" ads.

As Account Director, worked on over 50 campaigns at any one time, spanning multiple target audiences for 25+ brands.

During that time, won Effie Awards (for effective advertising) for Kellogg's Frosted Flakes and Corn Pops, taught a class in "Evaluating Advertising" for the Leo Burnett Client Service Development Program, and won a Burnett "Best Boss" award (1996).

Prior to being promoted to Account Director in 1987, was promoted to Assistant Account Executive (1981), Account Executive (1981), Account Supervisor (1985) and Vice President (1986).

PERSONAL INFORMATION

Graduated from Yale with a BA in History in 1975; from Ohio State with a JD (1978), and from Michigan Ross with an MBA (1980). Former Chair of the Business School Fund and served on Corporate and Development Boards at Ross; Reunion Gift Committee and Class Agent for Yale, and board member of Raskin Foundation which gives scholarships to Chicago-area high school students.

Born and raised in Cleveland, Ohio. Lives in Hinsdale, Illinois with wife Beth. Three grown children: Matthew (Advertising at Eero, a SF startup), Kelly (Media at Starcom) and Casey (student at Indiana U.)