

RICHARD KIRSHENBAUM | Co-chairman/founder

Whether he is helping to invent brands like Kenneth Cole, Coach, and Snapple or reinvent brands like Target, Jergens, Moët & Chandon and Netjets. Richard Kirshenbaum has been successfully listening to his clients, creating a seamless creative process and creating truly new ideas throughout his entire career. And that has included everything from inventing fruit advertising by putting tiny Snapple stickers on fresh mangos, to creating the Hennessy Martini and hiring actors to order it in bars, to stenciling thought-provoking ads on sidewalks for a lingerie company.

Richard's first breakthrough in the branding business was naming Internet provider *Prodigy* while at J. Walter Thompson and was the first creative person Donny Deutsch hired when he took over Deutsch. Richard's forward vision has helped invent and continues to redefine advertising in America and understand how to get brands into popular culture.

This dedication to breakthrough advertising has led to Richard being included in Crain's "40 Under 40" and placed #2 on the list of Top 100 Entrepreneurs of the US for the Young Entrepreneurs' Organization Award. He was also elected to the Board of Directors of the prestigious One Club for Art and Copy. All in addition to lecturing at Harvard Business School and regularly appearing in such media outlets as *The New York Times*, *Wired*, ABC, *20/20*, MTV and CNBC. In 2003, Richard was named to the Advertising Hall of Fame and won the prestigious Jack Avrett award for public service.

Richard's diverse interests include penning plays that have been produced by David Mamet's Atlantic Theater Company, and co-authoring the book *Under the Radar, Talking to Today's Cynical Consumer* with his partner, Jon Bond. His latest book "*Closing the Deal*" a relationship help book for women has been published in nine languages. He's currently a contributing writer for *US Weekly* and prides himself on his new position as member of the widely circulated "Fashion Police."

Richard is married to Dana and has three children, Lucas, Talia, and Georgia Rose.