

BRUCE SILVERMAN
Managing Partner

Bruce Silverman is one of America's best known and well respected marketing-communication executives. A broad-view strategist, he is probably the only agency executive who ever served as creative director of a top five agency who went on to head one of the largest media planning and buying shops in the world.

A long-time board member of the American Association of Advertising Agencies, his 38-year advertising agency career included senior positions at Ogilvy & Mather in New York (SVP/Executive Creative Director), London (Deputy Managing Partner), Houston (SVP/Executive Creative Director/Deputy Managing Director) and Los Angeles (SVP/Executive Creative Director/General Manager), Bozell (EVP/Executive Creative Director/General Manager), BBDO/West (EVP/Executive Creative Director/General Manager), Asher/Gould (President/Chief Creative Officer/COO) and WongDoody (President). He was the creative mind behind "Don't Leave Home Without It" for American Express, "Bullish on America" (Merrill Lynch) and "Something Special in the Air" (American Airlines) and a dozen other award winning campaigns for such clients as IBM, Hershey's, International Paper, Baskin-Robbins, Coldwell Banker, Sizzler, the California Department of Health Services, SunAmerica, Suzuki, Pabst, Sanyo, Mattel, Greyhound, Armour and Zale's. As President/CEO of the domestic arm of Interpublic's giant (\$22 billion in annual billings) Initiative Worldwide, he supervised media planning and buying for Disney, Sega, Carl's Jr., Taco Bell, Albertson's, Acura, Kia, Chevrolet, Bally's Health & Fitness, Six Flags, America Online, the United States Navy and Yahoo!

As a consultant since 2005, in addition to advising a number of advertising and public relations agencies, media properties, marketing services firms and international advertisers, he also serves on the advisory boards of a number of early stage companies.

A graduate of Adelphi University in New York, Bruce is a confirmed theater and arts junkie, a world traveler and a passionate Lakers fan. He has served as Vice Chairman of the AAAA Western Region and as Vice President of the Los Angeles Advertising Agency Association. Bruce was a founding board member of the Los Angeles Children's Museum, and later served as Chairman of the Resource Development Committee of the Starbright Foundation. He is an active member of the Academy of Television Arts & Sciences, the Dean's Advisory Board of UCLA Extension, and the Forensic Expert Witness Association. Bruce resides in Studio City and is married to Nancy Cole, Publisher and Editor of the *The Equestrian News*.