

# Laurence Vincent

Chief branding officer and award-winning author with over 25 years experience in branding, creative advertising, integrated marketing, and consumer research. Popular keynote speaker and writer on topics related to brand experience, brand narrative, innovation, identity systems and consumer trends.

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## Professional Experience

### UNITED TALENT AGENCY

Chief Branding Officer, Founder of UTA Brand Studio (July, 2011 – Present)

Launched and led new strategic branding and creative practice integrated into one of the world's largest talent agencies. Reported to CEO Jeremy Zimmer. Core responsibilities included (a) managing and developing the UTA brand across all divisions and offices worldwide, (b) helping clients launch branded products and businesses, and (c) collaborating with a select group of Fortune 500 companies to develop innovative brand strategies.

#### Highlights:

- Developed award-winning global rebranding strategy for the Barbie brand at Mattel (NYSE MAT), resulting in an 11% lift in sales year-over-year
- Created the Awesomeness TV brand for client Brian Robbins, resulting in the most successful multi-channel network launch of the time and in a sale to Dreamworks Animation for \$133 million
- Developed a multi-year brand campaign for Illumina (Nasdaq ILMN) to expand into the healthcare genomics marketplace
- Developed the brand platform for Born and Bred, a craft American vodka owned by Channing Tatum; included full brand identity system, launch plan and go-to-market strategy
- Developed strategy for Nikon's global rebranding initiative (to be launched in late 2017) and created new product platform brand that will launch in 2018 (included strategy, naming, and brand architecture)

### SIEGEL+GALE

Group Director, Strategy (September, 2007 – June, 2011)

Significant Clients: CBS, Dow AgroSciences, Four Seasons, Life Technologies, McAfee, Microsoft, Qualcomm, Sony Playstation, Southwest Airlines, Yahoo!

Led the west coast strategy team and partnered with the office's Managing Director to grow the second largest office in the network of this global strategic branding firm owned by Omnicom (NYSE:OMC)

- Managed mixed team of brand, technology research, and naming strategists
- Helped win more than \$10 mil in new business projects

- Led thought leadership projects that resulted in published work and numerous speaking engagements (<http://www.slideshare.net/lmvincent>).

## **OCTAGON WORLDWIDE**

Senior Vice President, Entertainment Marketing Division (April, 2005 – August, 2007)

Significant Clients: Coca-Cola, MasterCard, Siemens, The Home Depot, Texas Instruments, vitaminwater

Ran the entertainment marketing division and Los Angeles office of a global sports and entertainment marketing company owned by the Interpublic Group (NYSE:IPG).

- Reported to President of the company
- Managed US-based team split between Los Angeles and New York
- Developed and launched new corporate consulting capabilities and grew the business by 30% in under 12 months, landing three new retainer-based corporate accounts and securing seven new artist and property representation relationships
- Served on executive leadership council and eight-member global business development committee

## **CABANA GROUP**

Partner, Strategy Director (January, 2000 – April, 2005)

Significant Clients: BBC, MasterCard, the National Football League, the Smithsonian Institute

Co-founded this brand and entertainment marketing agency based in Los Angeles, California, privately held by a team of fellow Disney alumni.

- Led the strategy, planning and research practice
- Pioneered the company's proprietary, consumer-focused model that utilized best practices in advertising account planning to drive branded entertainment strategies that generated real business results for clients
- Won and managed several large client accounts, advising at the CxO level, and comprising more than 60% of total revenue for the agency
- Published a book on the subject matter and built a platform around brand narrative techniques
- Developed an innovative client strategy and co-negotiated \$50 million studio alliance for client

## **THE WALT DISNEY COMPANY**

(July 1995 – November, 1999)

### **Senior Manager, Buena Vista Internet Group eCommerce (June, 1999 – November, 1999)**

Led business development initiatives related to several Disney (NYSE:DIS) online properties including Family Fun (Family.com) and Go.com.

- Pioneered and launched a hybrid marketing program that leveraged Disney's theme park assets to drive user registration for go.com, resulting in a 70% spike in registration
- Led a software engineering team that created an integrated e-commerce platform and new online brand that linked Disney theme parks to internet business platforms

### **Senior Manager, Corporate Alliances (April, 1998 – June, 1999)**

#### **Manager, Corporate Alliances (July, 1995 – April, 1998)**

Developed and managed global, multi-divisional marketing partnerships between Disney and a select group of brand-leading companies including AT&T, American Express, Coca-Cola, Energizer, FedEx, and Mattel.

- Generated annual profit of more than \$60 million and successfully increased portfolio value in excess of 20% each year.
- Structured the multi-year AT&T sponsorship of "Who Wants to be a Millionaire"

- Led departmental projects relating to technology partnerships and internet expansion, including a multi-year quantitative study that tied Disney equities to emerging media technologies.
- Renegotiated AT&T partnership and generated \$10 million in incremental cash flow in addition to significant co-op promotional value for several Disney divisions.
- Launched a technology-sharing and IP partnership with Kodak
- Managed roll-out of global, multi-year marketing initiative with Coca-Cola

## Publications and Media

*Ocean in a Drop (forthcoming; 2018)*—new book focused on seven trends affecting consumer attachment to causes, brands and public life.

*The Point of Attachment*—award-winning podcast about brand strategy and trends that was featured for 3 weeks on iTunes New & Noteworthy list; producer and host

*Brand Real: How Smart Companies Live Their Brand Promise and Inspire Fierce Customer Loyalty*, AMACOM Books, 2012. Voted Best Business Book of 2012 by strategy+business magazine.

*Legendary Brands: Unleashing the Power of Storytelling to Create a Winning Market Strategy*, Dearborn Trade Publishing, 2002. (Translated into seven languages)

## Significant Keynote Addresses

- American Marketing Association, 2016
- LA Auto Show, 2014
- South by Southwest, 2014
- International CES 2014

## Education

MBA, 1998                      Marshall School of Business  
University of Southern California

BA, 1991                        University of Southern California  
School of Cinema-Television  
Honors: Recipient John Ritter/Town & Gown Achievement Scholarship