



Transformative Experts
Monday at 8 AM Pacific
November 23rd 2020: The New Age of Mar Com

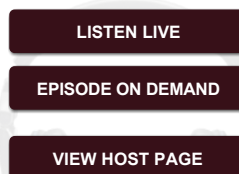
What happened to advertising agencies? Today, we use the term "Marcom" or marketing communications. What we have to do to reach our target markets has become much more complicated than just creating advertising pieces and companies must consider this. It starts with a shift in thinking within the company, making change part of the culture, understanding how to define disruption for your company, and identifying the enemy you are truly fighting. This week, Chris is joined by Paul Venn, The CEO of Hudson Rouge, a large Marcom agency that has worked with recognized brands like Lincoln. Liste

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Featured Guest



Paul Venn

Paul was born in Liverpool, but grew up in Nigeria and Ghana. His formative years in West Africa influenced his academic choices and he graduated from the School of African and Asian Studies at the University of Sussex in the UK. A chance meeting with an advertising agency copywriter prompted a dramatic career rethink and his focus shifted from teacher to agency trainee. Paul serves as CEO of Hudson Rouge, a marketing communications agency that focuses on premium and luxury brands and whose major client is Lincoln, Ford Motor Company's luxury division. Mixing creativity and commerce remains as compelling to Paul today as it did in his first agency job. His belief that agencies must bri

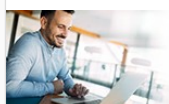
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