

BRUCE SILVERMAN

EXPERIENCE

May 05 - Present

SILVERMAN CONSULTING LLC
Principal

Adviser to a number of international companies, major advertising and public relations agencies, media providers and marketing services firms. Expert witness for law firms representing clients in cases where marketing, advertising or media is at issue.

June 2010 – Present

DYNASTY VISUAL EFFECTS AND ANIMATION LLC
Managing Member and CEO

Dynasty, with studios in Beijing, Weifang, Ningbo and Shanghai, provides computer-generated visual effects and animation for U.S. feature films, television and advertising.

Jan 2006 – Present

24/6, INC, dba POCKET BILLBOARDS
Chairman and CEO

Pocket Billboards is a specialty media provider providing a unique way for major national and regional marketers to reach US Latinos by placing advertising on pre-paid telephone calling cards.

January 2004 - April, 2005

WONGDOODY ADVERTISING (Los Angeles)
President

Clients included Alaska Airlines, Autodesk, MGM Home Entertainment, Sony Pictures, Los Angeles Dodgers, Alpine Electronics, Clif Bar, Inc., UCLA/Anderson School of Management.

April, 1997 – Dec., 2003

**INITIATIVE PARTNERS (Los Angeles)
President/CEO**

Management responsibility for principal U.S. unit of world's largest (\$22BB+) advertising media agency. Member, Initiative Worldwide Board of Directors. Accounts included Walt Disney Company (all divisions), CKE Restaurants (Carl's Jr.), Unilever, Arco, E*Trade, Albertson's, Baskin-Robbins, Cisco Systems, HealthNet, The Home Depot, Taco Bell plus more than 100 advertising agencies operating throughout the United States and Canada

January 86 - March '97

**ASHER/GOULD ADVERTISING, INC. (Los Angeles)
President/Chief Creative Officer/Chief Operating Officer**

Clients included Suzuki cars and trucks; Pabst Brewing Company, Southern California Cable Association, Pizza Hut, Sanyo/Fisher, ITT/Sheraton, State of California Department of Health Services, American Savings Bank, Baskin-Robbins U.S.A., SunAmerica, Avery Dennison, Warehouse Entertainment, The Men's Wearhouse, Aaron Brothers

January 84 - December 86

**BBDO/WEST, INC. (Los Angeles, San Francisco)
Executive Vice President; General Manager and Chief Creative Officer**

Vice Chairman, Board of Directors. Accounts included Apple Computer International, Coldwell Banker, Sizzler, PIP Printing, Hughes Supermarkets, Sanyo/Fisher, Southern California Dodge Dealers, Sebastiani Vineyards

January 81 - December 83

**BOZELL & JACOBS, SOUTHWEST, INC. (Dallas)
Executive Vice President; Creative Head of B&J operations in Dallas, Houston, Phoenix**

Member, Bozell & Jacobs, Inc. Board of Directors. Accounts included American Airlines, Greyhound, Zale Corporation, Pace Foods, Quaker Oats, Armour Foods

August 67 - December 80

OGILVY & MATHER, INC. (New York)
Senior Vice President; Executive Creative Director, O&M New York. Also ECD, Los Angeles (1977-80); Houston (1974-77); Associate Creative Director, O&M New York (1972-74).

Member, O&M USA Council of Directors. Accounts included American Express, Shell, Merrill Lynch, Mercedes Benz, Panasonic, Maxwell House, Nabisco cookies and crackers, Post cereals, Imperial Margarine, Dove soap, Smith Barney, Mattel, Universal Studios, Trailways, Opryland USA, Ringling Bros. Barnum & Bailey Combined Shows, Korean Airlines, TWA, KLM, Puerto Rico Tourism, British Tourism, French Tourism, Nickelodeon, MTV

EDUCATION

June 1966 BA, Adelphi University, Garden City, New York

INDUSTRY

Vice Chairman, Western Region – American Association of Advertising Agencies (industry trade association)
National Board of Directors – American Association of Advertising Agencies
Vice President – Los Angeles Advertising Agencies Association
Member – Academy of Television Arts & Sciences

OTHER

Director – Los Angeles Chapter, Forensic Expert Witness Association
Author: *How to Create Tobacco-Use Prevention Advertising That Works*; University of Florida Press, 1996
Author: *How to Complain for Fun and Profit*; Schulzke Publishing, 2008
Instructor: UCLA Extension, Pepperdine University
Guest Instructor: University of Southern California, University of Texas, Rice University
Dean's Board of Advisors, UCLA Extension
Frequent "advertising/marketing guest authority" on Bloomberg News, NBC News, ABC 20/20
Awards: Multiple Clios, One Show "Pencils," multiple Beldings, two Gold Lions at Cannes International Advertising Festival

PERSONAL

Married
Excellent Health