Minsky

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Laurence Minsky is known for his best-selling business books and articles; long-form ghost writing for corporate, not-for-profit, and other leaders; and developing the effective award-winning cross-channel marketing solutions that boost marketing ROI. For his work, he draws from his strategic and creative leadership and expertise in brand development; brand activation; channel communications; content and digital marketing; direct response; social media; new product development; local store marketing; and more.

He currently serves as Professor in the School of Business and Entrepreneurship, Columbia College Chicago and as a strategic and creative marketing consultant serving ad agencies, design firms, and corporations ranging from a Fortune 5 firm to quickly growing entrepreneurial startups, well-known nonprofits, and governmental bodies across the globe. And he offers ghost writing services for select clients.

As an industry thought-leader, Laurence is the co-author of *Voice Marketing: Harnessing the Power Conversational AI to Drive Customer Engagement* (Rowman & Littlefield 2023); *Global Brand Management: A Guide to Developing, Building & Managing an International Brand* (Kogan Page 2019); *Audio Branding: Using Sound to Build Your Brand* (Kogan Page 2017); and *The Activation Imperative: How to Build Brands and Business by Inspiring Action* (Rowman & Littlefield, 2017); executive editor of *The Get A Job Workshop: How to Find Your Way to a Creative Career in Advertising, Branding, Collateral, Digital, Experiential & More* (Copy Workshop, 2013); the author of *How to Succeed in Advertising When All You Have Is Talent Second Edition* (Copy Workshop 2007) and *Advertising Under One Hour* (Under One Hour LLC, 2018), and a contributor to *Advertising and the Business of Brands Media Revolution Edition* (Copy Workshop 2009).

And he has been published by *The Harvard Business Review* (eleven times), *The European Business Review*, *MarketingProfs*, *Algorithmic Finance, Advertising & Society Quarterly, Journal of Healthcare Management Standards*, and others, and has been quoted in the *New York Times*, *CNN Business* (they called him a marketing guru), *Chicago Tribune*, *Chicago Sun-Times*, *San Diego Union Tribune*, *The Telegraph*, *Exame* (Brazil's largest business and economics magazine), Shopify's blog, *Wallet Hub*, *The Financial Brand*, *Crain's Chicago Business*, AARP The Magazine, *The Hustle Daily*, *Racked*, and many more.

His ghost writing includes the book *It's Personal: The Business Case for Caring* as well as private label books for such leading corporations and associations as McDonald's Corporation (which went to store managers and owner/operators) and the American Osteopathic Association (which was given to first-year medical students on what to expect and how to survive the course of their studies).

Laurence has also presented at Chicago Ideas Week, The Voice Summit, RelativityFest (twice), Here Are All the Black People (The One Club Multicultural Career Fair offered as part of Advertising Week), The National Association of Mutual Insurance Companies (NAMIC), The National Guild for Community Arts Education, The American Marketing Association Chicago BrandSmart Conference (twice) and national conference (twice), The Direct Marketing Association of Kansas City, and many others.

He is also contracted by the ANA (Association of National Advertisers) to provide training to their member organizations on an as-needed basis.

His agency experience includes a tenure at Frankel (now Arc Worldwide) and engagements with more than 25 other agencies as a consultant, including 141 Worldwide (now the Chicago office of Ogilvy), Brand Action, DiSanti Hicks, Draft Worldwide (now FCB), IDM Brand, March Marketing, Marketing for

Wellness, Slack and Company, VSA Partners, and more. And he's created strategic communications solutions for many blue-chip corporate clients, as well as governmental agencies and leading nonprofits. These include AARP, Laila Ali, Amazon, Ambius, AON, Bay Valley Foods (various brands), Beltone, Black & Decker Spacemaker, Bristol-Myers Squibb, City of Chicago, Coca-Cola Products, Connie's Pizza, DTE Energy, Encyclopaedia Britannica, Fleetwood Homes, Frito-Lay (various brands), George Foreman Products, GE, Google, Kraft Foods, The Lakeside Collection, Lamin-Art, Mayo Medical Laboratories (Mayo Clinic), McDonald's, MetLife, Midtown Athletic Clubs, Motorola, PetSmart, Sleep Number, Spacelabs Healthcare, Taiwan External Trade Development Council (TAITRA), True Value, Unilever, United Airlines, United States Postal Service, VA/the US Department of Veteran Affairs, Veterans Florida (State of Florida), Vita Foods (various brands), Westinghouse, and many others.

An award-winning advertising creative with more than 125 industry accolades to date, he's served on the juries of many leading industry award shows, including Lürzer's International Archive 200 Best Digital Artists Worldwide, The One Club Young Ones Competition (twice), and the Design of the Times, and he is a long-standing member of the Authors Guild and the American Academy of Advertising.