

Keynote: Neal Arthur



Managing Director Wieden+Kennedy New York

Neal Arthur is Managing Director of W+K New York, where he and his ECD partner, Karl Lieberman, lead the second largest office in the network, overseeing 10+ brands and more than 250 employees. In the past two years, the agency has been recognized as Fast Company's *Most Innovative*, as well as both Adweek and Ad Age's Agency of the Year, and the New York office has experienced its strongest revenue growth since its opening in 1995.

Prior to taking on the MD role, Neal served as the head of strategic planning in New York, leading the development of strategic business insights for clients. Throughout his 20-year career, he's worked on a range of iconic global brands, including ESPN, Bud Light, Delta, Jordan, OKCupid, Lee Jeans, Holiday Inn, BMW and Amazon.

Neal currently serves as Chairman of the Board of Directors for the Ghetto Film School, an organization he's been a part of for more than a decade.

Before coming to W+K, Neal was a kindergarten teacher (a job remarkably similar to his current position), a Java developer at Netscape, and a law school student for one day.

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