



Joe McCarthy

Joe's marketing experience has been marked by a commitment to creative leadership, brand building and consumer insight. He is one of the few marketing communications leaders with both perspective and experience, from all sides of the business including agency, client and independent entrepreneur.

Most recently, Joe was CEO of Publicis New York (2008–2012.) There he drove significant top-line revenue growth and delivered against aggressive profit targets despite difficult economic times. New client growth included: Hilton WW, Homewood Suites, Merck, TGI Fridays, AXA, LensCrafters as well as organic growth from Procter & Gamble, Citi and Nestlé.

Prior to joining Publicis, Joe had been Vice President, Worldwide Advertising and Marketing Communications at Johnson & Johnson. In that post, Joe had worked internally with J&J's business sectors: consumer, pharmaceutical and medical device and diagnostics. Joe also worked closely with all of Johnson & Johnson's creative agencies worldwide, which include: BBDO, DDB, JWT, Lowe, Deutsch, Mother, Taxi, R/GA. Tribal DDB, Atmosphere as well as many health-care agencies such as Anderson DDB, GSW, Cline Davis Mann and Commonhealth. Beyond that, Joe played a key role in the creative development of J&J's Olympic program for the Beijing Games.

Joe started his career at Saatchi & Saatchi New York where he quickly rose to SVP on some of the biggest brand names in the business including Procter & Gamble, Sara Lee, Philips and Johnson & Johnson.

After 13 years at Saatchi, McCarthy joined Nike in the mid-90's as head of Global Advertising where he was instrumental in leading the global refresh of the "Just Do It" campaign as well as helping to reposition Nike from a US footwear company to a Global Sports and Fitness company resulting in sales growth from \$2.5 billion to \$9 billion in just 3 years. Beyond that, Nike's

programs and campaigns were awarded many accolades at Cannes, One Show, Kelly and many other shows under his leadership.

After launching his own creative brand consulting group working with agencies and advertisers, Mr. McCarthy was CEO and founding partner of McCarthy Mambro Bertino (MMB) in Boston in 2001. The agency still bears his name and worked with clients such as Subway, Sam Adams, Atari, Thomasville, Saucony, Jiffy Lube and ESPN.

Joe is a member of the Board of Directors for VCU Brandcenter and Rebound Sports. Joe lives in Princeton, New Jersey with his wife Livia and two daughters, Perry and Delia.