One of the most sought-after consultants, speakers and thought leaders on new marketing, **Joseph Jaffe** is President and Chief Interruptor of crayon, a new marketing company.

Crayon is a mash-up of 5 key areas: strategic and creative agency services, consulting, M&A Advisory, thought leadership/custom publishing, and finally training/education. crayon's initial clients include The Coca-Cola Company, GSD&M and SpiralFrog.

Prior to launching crayon, Joseph ran jaffe, LLC, where he worked with companies including P&G, The Coca-Cola Company, American Airlines, Dunkin' Brands, TiVo, Motorola and Fox Interactive Media. Before that, Joseph was Director of Interactive Media at TBWA/Chiat/Day and OMD USA, where he worked on Kmart, ABSOLUT Vodka, Embassy Suites and Samsonite.

Jaffe's popular blog, "Jaffe Juice", provides daily commentary on all things new marketing. You can join the conversation at jaffejuice.com. He also hosts a weekly new marketing podcast called "Across the Sound". Across the Sound was recently voted a Readers' Choice Award as "Best Marketing Podcast" by MarketingSherpa.

His first book, Life After The 30-Second Spot: Energize Your Brand With A Bold Mix Of Alternatives To Traditional Advertising (Wiley/Adweek) was released in June 2005 and focuses on how advertising is evolving in a world ruled by an empowered consumer and no longer governed solely by the 30-second spot.

Joseph's impassioned, straight-shooting and honest perspectives have found their way to every major media outlet, including the likes of CBS Evening News, ABC World News, Bloomberg, NPR, The Wall Street Journal, New York Times, USA Today, Fortune, Newsweek, Business Week, Ad Age, Ad Week and the list continues.

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Testimonials

In 2010, some of my speaking engagements included (some corp/private events not shown): Cisco (Barcelona) Symantec (Vegas) Anheuser-Busch (Shanghai, Sao Paulo, St Louis, Leuven) Canadian Marketing Association (Toronto) Nextel (Mexico) Social Media Atlanta (Atlanta) Futureworks (Detroit) Kana Software (London) Nascom (Belgium) Buzzlogic (San Francisco) In 2009, some of my speaking engagements included (some private events not shown): Google Client event (Sao Paulo, Brazil and Mexico City, Mexico) ANA Senior Marketing Think Tank (Dallas, TX) ANA Marketing Accountability Forum (New York City, NY) PRSA Conference (San Diego, CA) Coca-Cola Workshop (Moscow, Russia) ADMA Forum (Sydney, Australia) Satmetrix Client Forum (San Francisco, CA)

- Recent Clients .

Joseph Jaffe

Speech Topics

- Social Media
- Marketing
- Innovation
- Creativity
- Business Trends
- Branding