



Brand strategist. Reinvention specialist. **Robin Fisher Roffer** has provided the rocket fuel that has launched and evolved dozens of media brands all over the world such as A&E, Animal Planet, AXN, Bloomberg, CNN, Comedy Central, Discovery, Food Network, FX, Hallmark Channel, History, Lifetime, MTV, TLC and TNT.

As Founder and CEO of Big Fish Marketing, Inc., she leads an award-winning creative team adept at unearthing a brand's essence and filter, its look, feel and tagline, market positioning, value proposition and key messaging to both consumers and the trade.

Sought after for leading edge digital strategy, Robin is the go-to person for television networks, technology companies and content creators ready to engage audiences and evolve their brands across multiple platforms.

Robin's rare combination of talents produced the online ad campaigns, microsites, social media pages, games and apps that popularized shows like Lost, Project Runway, South Park, and Desperate Housewives and successfully launched The CW. Prior to running Big Fish, Robin was in at the beginning of Turner Network Television (TNT) as Manager of Creative Services. Promoted to Director of Advertising and Promotion for TNT, Headline News, TBS, and CNN only nine months after the launch of TNT, Robin green lit the campaign that turned CNN into The World's News Leader.

Raised by a single dad who ran a small boutique advertising agency, Robin started her brand-building career at age 12 accompanying her father to pitch meetings and learning how to lay out ads at their kitchen table. This is where she learned that great

## Testimonials

Thank you for speaking to TOMS new Leading Ladies group. Your presentation really solidified the tangible benefit and value we can provide through this organization and for that I am grateful. Your presentation was the most authentic approach I have seen - and I have seen many in my years in corporate America on this critical topic of self branding. Thank you again for your passion and for your spark!

- Chief Digital Officer - TOMS.

Robin - I can't thank you enough for how important you were to our script writing process and overall positioning and messaging. And personally, you gave me the framework, and some beautiful words and flow, for my opening remarks. I was very happy with the way we kicked off the presentation, and it would not have been as effective without your guidance.

- President, National Ad Sales and Marketing - Scripps Networks.

### Robin Fisher Roffer

#### Speech Topics

- Women in Business
- Marketing
- Branding

