

## ROB ENGLISH BIO

Rob English is a Cultural Change Specialist. Starting his career in traditional advertising he learned the mechanics of Brand Architecture and audience development while working on Fortune 500 brands such as Volkswagen, Vitamin Water and Reebok. Specializing in brand development, he has a proven passion for breakthrough creative that can penetrate elusive and rapidly evolving targets such as youth, tech and fashion.

Rob led the creative vision of Vitamin Water's first national advertising campaign with 50 Cent. Following this he was an agency creative lead in the Lifestyle division of Reebok which included women's fashion and their legendary music programs. Through this work Rob's brand and culture talents were utilized to launch the Ice Cream Skate Shoe brand with [Pharrell Williams](#), Scarlett Hearts with Scarlett Johansson, S. Carter with [Jay Z](#) and the G-Unit brand with 50 Cent.

This path soon led Rob to leave the traditional advertising space and begin working directly with artists and cultural figures. Establishing a more nimble approach to branding and artist campaign development he creative directed marketing campaigns for [Lady Gaga](#) through her retail experience "Gaga's Workshop" with Barney's New York and her global perfume launch called [Lady Gaga](#) FAME.

Rob went on to creative direct projects for many other artists and initiatives over the last few years including [John Legend](#), [John Mayer](#) and Meghan Traynor. Rob has been balancing Lifestyle with his passion for Social Impact through his work with [John Legend](#) on LRNG which is the evolution of learning and #FREEAMERICA, Legend's campaign for criminal justice reform.