

# SILVERMAN CONSULTING LLC

**Bruce Silverman** is one of America's most respected advertising and branding experts.

Prior to forming Silverman Consulting LLC in 2005, Bruce served as EVP/Executive Creative Director at three of America's largest advertising agencies (Ogilvy, Bozell and BBDO), as President of two of the nation's best independently-owned agencies (Asher/Gould and Wong Doody), and as President/CEO of the principal U.S. unit of the world's largest media planning and buying shop (Initiative Worldwide). A long-time member of the Board of Directors of the American Association of Advertising Agencies, he also served as Vice Chairman of the Western Region of the AAAA and Vice President of the Los Angeles Advertising Agency Association. Bruce provides advice and counsel to companies both in the U.S. and abroad engaged in marketing consumer goods and services. In addition, he has been retained more than 140 times by law firms as an expert witness on cases relating to false and misleading advertising, trademark infringement, consumer confusion, branding, publicity rights, advertising industry custom and practice and media. Bruce has testified numerous times as an expert in state and federal courts as well as before the Copyright Royalty Judges of the Library of Congress.



Bruce was the creative mind behind “Don’t Leave Home Without It” for American Express, “Bullish on America” (Merrill Lynch), “Something Special in the Air” (American Airlines), “Not made in ‘Nooo Yawk Ciddy” (Pace Picante), “The Shell Answer Man” and a dozen other award winning campaigns for such clients as IBM, Hershey’s, Baskin-Robbins, Coldwell Banker, Sizzler, Suzuki, Pabst, Sanyo, Mattel, Greyhound and Post. He is particularly proud of the very successful tobacco-use prevention campaign he created and directed for the California Department of Health Services which became the prototype for virtually every anti-tobacco campaign in the world. At Initiative Media, he supervised more than \$10 billion in annual media planning and buying for more than 500 clients including Disney, Electronic Arts, Carl’s Jr., Taco Bell, Albertson’s, Acura, Bally’s Health & Fitness, Six Flags, America Online, the United States Navy and Yahoo!

SILVERMAN CONSULTING LLC  
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BRUCESILVERMANCONSULTING.COM

Bruce has appeared frequently on television and radio and has been interviewed by *The New York Times*, *The Wall Street Journal*, *The Washington Post*, *The New Yorker* and many other newspapers and magazines on subjects relating to advertising and media. He has taught advertising at Pepperdine University and UCLA Extension, and has guest lectured at the UCLA Anderson School of Management, UCLA Fielding School of Public Health, USC, California State University Northridge, California State University San Diego, California State University San Francisco, Rice University, the University of Houston, the University of Texas, the Thunderbird School of Management, NYU, Stanford and the University of Hawaii.

Bruce has also served as a board director and/or advisory board member for a number of media-related companies including Triton Media, 24/6, Inc., NFH, Inc., Adam, Inc., Telecentris, Inc., Big Moving Pictures, Inc., NTB Media, Inc., Bulzi Media, Inc. and Madison Avenue Media, Inc.

A graduate of Adelphi University in New York (where he has been honored as a “Distinguished Alumnus”), Bruce is a confirmed theater, music and arts junkie, voracious reader, sports fan and world traveler. He is also very active in community activities. He was a founding board member of the Los Angeles Children’s Museum and later served as Chairman of the Resource Development Committee of the Starbright Foundation. In addition, he served for six years as a member of the Dean’s Advisory Board of UCLA Extension, for three years as a member of the County of Los Angeles Public Library Strategic Plan Advisory Council and he has been an active member of The Television Academy (the Emmy’s organization) for more than a quarter-century. Bruce is married to Nancy Cole Silverman, a former radio and publishing executive turned successful mystery novelist.

**BRUCE G. SILVERMAN**  
*CURRICULUM VITAE*

May 2005 – Present

**SILVERMAN CONSULTING LLC (Los Angeles)**  
**Principal**

Advertising and branding consultant to advertisers and advertising agencies in the U.S., Europe and Asia engaged in marketing consumer goods and services. Consultant and expert witness for law firms throughout the U.S. and U.K. on cases where false/misleading advertising, trademark infringement, advertising industry custom and practice, publicity rights and/or media are at issue.

January 2004 – April 2005

**WONG DOODY ADVERTISING (Los Angeles)**  
**President and Partner**

Privately-owned, award-winning advertising agency with offices in Los Angeles and Seattle. Clients included Alaska Airlines, Alpine Electronics, Autodesk, Clif Bar, Los Angeles Dodgers, MGM Home Entertainment, Sony Pictures, UCLA/Anderson School of Management.

April 1997 – Dec. 2003

**INITIATIVE PARTNERS (Los Angeles)**  
**President/CEO; Member, Initiative Worldwide Board of Directors**

Principal U.S. unit of world's largest (\$22BB+) advertising media planning and buying agency. Clients included Acura, Albertson's, Arco, Carl's Jr/Hardee's, Baskin-Robbins, Chevrolet, Cisco Systems, Intel, Walt Disney Company, E\*Trade, The Home Depot, Johnson & Johnson, Kaiser-Permanente, Six Flags, Taco Bell, U.S. Navy Recruiting Command, Unilever, plus more than 100 advertising agencies operating throughout the United States and Canada.

January 86 – March ‘97

**ASHER/GOULD ADVERTISING, INC. (Los Angeles)**  
**President, Chief Creative Officer, Chief Operating Officer and Partner**

Privately-owned, top 100 advertising agency with offices in Los Angeles and Las Vegas. Clients included American Savings Bank, Avery Dennison, Baskin-Robbins, HBO, ITT/Sheraton, The Men’s Wearhouse, Pabst Brewing Company, Pizza Hut, MGM Resorts, Sanyo, Southern California Cable Marketing Council, Suzuki cars and trucks, State of California Department of Health Services, SunAmerica

January 84 – December ‘86

**BBDO/WEST, INC. (Los Angeles, San Francisco)**  
**Executive Vice President, General Manager, Chief Creative Officer and Director**

West Coast division of Top 10 global advertising agency. Accounts included Apple Computer International, Coldwell Banker, HBO, Hughes Supermarkets, Pepsi, PIP Printing, Sanyo/Fisher, Sebastiani Vineyards, Sizzler, Southern California Dodge Dealers, Union Bank

January 81 – December ‘83

**BOZELL & JACOBS, SOUTHWEST, INC. (Dallas)**  
**Executive Vice President, Chief Creative Officer**

Southwest division of Top 10 U.S. advertising agency. Accounts included American Airlines, Armour Foods, Avis, Greyhound, Mary Kay Cosmetics, Pace Foods, Quaker Oats, Southwestern Bell, Symantec, Zale Corporation.

August 67 – December ‘80

**OGILVY & MATHER, INC. (New York)**  
**Senior Vice President, Executive Creative Director, Member, O&M USA Council of Directors**

Top five global advertising agency. Executive Creative Director and General Manager, O&M Los Angeles (1977-80); Creative Director, O&M Houston (1974-77); Associate Creative Director, O&M London (1974), Associate Creative Director, O&M New York (1972-73).

Accounts included American Express, British Travel Association, Dove, French Tourism, Hershey Foods, IBM, Imperial margarine, KLM, Korean Airlines, Panasonic, Post cereals, Puerto Rico Tourism, Mattel, Maxwell House, MTV, Mercedes Benz, Merrill Lynch, Nabisco, Nickelodeon, Shell, Smith Barney, Trailways, TWA, Universal Studios

**EDUCATION**

June 1966 BA, Adelphi University, Garden City, New York

**INDUSTRY**

Vice Chairman, Western Region – American Association of Advertising Agencies (industry trade association) (1995-2002)

National Board of Directors – American Association of Advertising Agencies (1995-2002)

Vice President – Los Angeles Advertising Agencies Association (1995-2002)

Member, Los Angeles Advertising Club (1978-1980; 1984-2005)

Vice President – Dallas Advertising Club (1981-1983)

Vice President – Houston Advertising Federation (1975-1977)

Member – The Television Academy

Director – Los Angeles Chapter, Forensic Expert Witness Association (2006-2009)

**TEACHING POSITIONS**

Instructor: Pepperdine University, UCLA Extension

Guest Instructor: Arizona State University, California State University Northridge, California State University San Diego, California State University Los Angeles, California State University San Francisco, New York University, Rice University, Southern Methodist University, Stanford University, University of Arizona, University of California (Berkeley), UCLA Anderson School of Management, UCLA Fielding School of Public Health, University of Hawaii, University of Houston, University of Southern California, University of Texas, Thunderbird School of Management; Dean's Board of Advisors, UCLA Extension

**OTHER**

Author: *How to Create Tobacco-Use Prevention Advertising That Works*; University of Florida Press, 1996

Media Appearances: Frequent “advertising/marketing guest authority” on Bloomberg News, NBC News, ABC 20/20; cited in articles in *Wall Street Journal*, *New York Times*, *Los Angeles Times*, *Washington Post*, *USA Today*, *Advertising Age*, *AdWeek*

**AWARDS:**

Multiple Clios, One Show “Pencils,” multiple Beldings, two Gold Lions at Cannes International Advertising Festival; three “Effie” awards, two David Ogilvy Awards.

**ADVERTISING/BRANDING CLIENTS SERVED (BY CATEGORY)**  
**(Partial List; 1968-2021)**

**Apparel/Fashion**

C&R Clothiers (Asher/Gould)  
Cherokee Apparel (Asher/Gould)  
The Men's Wearhouse (Asher/Gould)  
Harris & Frank Clothiers (Asher/Gould)  
Kennedy's Clothiers (Asher/Gould)  
London Fog (Asher/Gould)  
Mervyn's (Wong Doody)  
Nordstrom (Wong Doody)

**Automotive**

Acura (Initiative)  
Chevrolet (Initiative)  
Dodge and Dodge Dealer Associations (BBDO)  
Kia (Initiative)  
Jaguar (Bozell)  
Mercedes-Benz (Ogilvy)  
Peugeot (Ogilvy)  
Suzuki (Asher/Gould)

**Beverages**

Ballantine Ale (Asher/Gould)  
Brew 102 Beer (Asher/Gould)  
Country Club Malt Liquor (Asher/Gould)  
Country Time Lemonade (Ogilvy)  
Falstaff Beer (Ogilvy; Asher/Gould)  
Hamm's Beer (Asher/Gould)  
Mountain Dew (Ogilvy)  
M. LaMont Vineyards (Ogilvy)  
Old Crow Bourbon Whisky (Ogilvy)  
Olde English 800 Malt Liquor (Asher/Gould)  
Olympia Beer (Asher/Gould)  
Pabst Blue Ribbon Beer (Asher/Gould)  
Pearl Beer (Asher/Gould)  
Pepsi Light (Ogilvy)

	Pepsi-Cola (BBDO)
	Private Stock Malt Liquor by Haffenreffer (Asher/Gould)
	Schaeffer Beer (Ogilvy)
	Sebastiani Vineyards (BBDO)
	Stolichnaya Vodka (Ogilvy)
	Van Gogh Vodka (Wong Doody)
	Vitel Mineral Water (BBDO)
<b>Corporate</b>	Autodesk (Wong Doody)
	Avery Dennison (Asher/Gould)
	Cessna Citation (Ogilvy)
	Church of Jesus Christ of Latter-Day Saints (Initiative)
	City Investing (Ogilvy)
	Cooper Industries (Ogilvy)
	Dresser Industries (Ogilvy)
	IBM (Ogilvy)
	International Nickel (Ogilvy)
	International Paper (Ogilvy)
	Owens-Corning Fiberglas (Ogilvy)
	Rail LA (Silverman LLC)
	Shell Oil Company (Ogilvy)
	Worldwide Church of God (BBDO)
<b>Consumer Electronics</b>	Apple (BBDO)
	Alpine Electronics (Wong Doody)
	Circuit City (Asher/Gould)
	Compaq (Ogilvy)
	Concord Electronics (BBDO)
	Curtis Mathes (Bozell)
	Fisher (BBDO)
	Gateway (Initiative)
	Panasonic (Ogilvy)
	Sanyo (Asher/Gould)



**Direct Response**

American Express cards (Ogilvy)  
Associates Financial (Bozell)  
Bally's Health and Fitness (Initiative)  
Bryman College (Asher/Gould)  
HBO (Asher/Gould)  
Intercept Program (Asher/Gould)  
Jenny Craig (Initiative)  
Kaiser/Permanente (Initiative)  
Law Offices of Larry H. Parker (Asher/Gould;  
Silverman LLC)  
Mobile Dynamics (Wong Doody)  
National Education Centers (Asher/Gould)  
Paintrol Clinics (Asher/Gould)  
Southern California Cable Marketing Council  
(Asher/Gould)  
UCLA Anderson School of Management (Wong Doody)

**Education**

Bryman College (Asher/Gould)  
Geisinger Commonwealth School of Medicine  
(Silverman LLC)  
Mobile Dynamics (Wong Doody)  
National Education Centers (Asher/Gould)  
National University (Initiative)  
UCLA Anderson School of Management (Wong Doody)

**Entertainment**

Albuquerque Studios (Silverman LLC)  
Big Moving Pictures (Silverman LLC)  
Buena Vista Pictures (Initiative)  
Center Theatre Group/Ahmanson Theatre; Mark Taper  
Forum (Initiative)  
Circus World (Ogilvy)  
Disney Home Video (Initiative)  
Dynasty Visual Effects and Animation (Silverman LLC)  
Grand Ol' Opry (Ogilvy)  
HBO (BBDO and Asher/Gould)  
Houston Grand Opera (Ogilvy)

Los Angeles Dodgers (Wong Doody)  
MGM Home Video (Wong Doody)  
MTV (Ogilvy)  
Nickelodeon (Ogilvy)  
Opryland USA (Ogilvy)  
Pacific Ventures (Silverman LLC)  
Ringling Brothers Barnum & Bailey Circus (Ogilvy)  
Six Flags (Ogilvy and Initiative)  
Sony Pictures Digital Entertainment (Wong Doody)  
Southern California Cable Marketing Council  
(Asher/Gould)  
The Walt Disney Company (Initiative)  
Touchstone Pictures (Initiative)  
UCLA Athletics (Silverman LLC)  
UPN (United Paramount Network) (Initiative)  
Walt Disney Pictures (Initiative)  
Warner Brothers (Initiative)  
World Poker Tour (Wong Doody)

## **Financial Services**

Allied Bank of Texas (Bozell)  
American Express Credit Cards (Ogilvy)  
American Express International Bank (Ogilvy)  
American Savings Bank (Asher/Gould)  
Associates Financial (Bozell)  
Bowery Savings Bank (Ogilvy)  
E\*Trade (Initiative)  
Gibraltar Savings & Loan of California (Ogilvy)  
Gibraltar Savings & Loan of Texas (Ogilvy)  
Merrill Lynch (Ogilvy)  
J. P. Morgan & Co. (Ogilvy)  
Nationwide Insurance (Ogilvy)  
Plastic Cash International (Wong Doody)  
Republic Bank of Texas (Bozell)  
Smith Barney (Ogilvy)

	SunAmerica (Asher/Gould)
	Union Bank of California (BBDO)
	U.S. Trust (Ogilvy)
	Valley National Bank – AZ (Bozell)
	Wei Dong Investment Holdings Ltd. (Silverman LLC)
<b>Gaming</b>	Augustine Casino (Wong Doody)
	Bellagio Hotel & Casino (Initiative)
	California Lottery (Initiative)
	Desert Inn Hotel & Casino (Asher/Gould)
	Las Vegas Convention and Visitor’s Authority (Initiative)
	MGM Grand Hotel & Casino (Asher/Gould)
	Mirage Hotel & Casino (Initiative)
	New York New York Hotel & Casino (Asher/Gould)
	Treasure Island Hotel & Casino (Initiative)
<b>Grocery Products (includes. Packaged Goods)</b>	Armour Dinner Classics (Bozell)
	Armour Hot Dogs (Bozell)
	Armour Deli Meats (Bozell)
	Balance Bar (Initiative)
	Beijing Zhong Gao International HR Co. Ltd. (Silverman LLC)
	California Avocados (Asher/Gould)
	California Eggs (Asher/Gould)
	Clif Bar (Wong Doody)
	Conagra Foods (Bozell)
	Gaines (Ogilvy)
	Dove Liquid (Ogilvy)
	Heath Bars (Bozell)
	Hershey (Ogilvy)
	Imperial Margarine (Ogilvy)
	Luna Bar (Wong Doody)
	Nabisco Double Stuf (Ogilvy)
	Nabisco Krazy Glazy (Ogilvy)

Nabisco Saltine Crackers (Ogilvy)  
Nabisco Sooper Kookies (Ogilvy)  
Pace Picante Sauce (Bozell)  
Pepperidge Farm (Ogilvy)  
Post Alpha-Bits (Ogilvy)  
Post Cocoa Pebbles (Ogilvy)  
Post Fruity Pebbles (Ogilvy)  
Post Super Sugar Crisp (Ogilvy)  
Purina dog chows (Ogilvy)  
Quaker Oats (Bozell)  
Quaker Chewy Granola Bars (Bozell)  
Quaker Masa Harina (Bozell)  
Quaker 100% Natural Cereal (Bozell)  
Ralston-Purina Cookie Crisp cereal (Ogilvy)  
Reese's Peanut Butter Cups (Ogilvy)  
Swanson Frozen Dinners (Ogilvy)

#### **Health & Beauty Aids**

Avon Cosmetics (Ogilvy)  
Contac (Ogilvy)  
Dove Beauty Bar (Ogilvy)  
Kinerase (Wong Doody)  
Mary Kay Cosmetics (Bozell)  
Mead-Johnson Enfamil (Ogilvy)  
Mead-Johnson Metrecal (Ogilvy)  
Pears Soap (Ogilvy)  
Rembrandt Whitening Toothpaste (Wong Doody)  
Twice as Nice shampoo (Ogilvy)

#### **Healthcare**

Cedars-Sinai Health System (Silverman LLC)  
Century Aesthetics (Silverman LLC)  
Century City Doctors Hospital (Silverman LLC)  
Contac Cold and Flu medicine (Ogilvy)  
Doctor Campbell Credit Dentists (Asher/Gould)  
Geisinger Health (Silverman LLC)  
Intercept Program (Asher/Gould)

	Kaiser Permanente (Initiative)
	Modern Diagnostics (Silverman LLC)
	Paintrol Clinics (Asher/Gould)
	Private Health Management (Silverman LLC)
	Salus Surgical Centers (Silverman LLC)
	UCLA Health System (Silverman LLC)
	United Health Plan (Asher/Gould)
	Virginia Mason Medical Center (Wong Doody)
<b>Hi-Tech</b>	Apple Computers/International (BBDO)
	Autodesk (Wong Doody)
	Cadforce (Silverman LLC)
	Cisco (Initiative)
	Compaq (Ogilvy)
	Gateway (Initiative)
	IBM (Ogilvy)
	Intel (Initiative)
	Symantec (Bozell)
<b>Industrial</b>	Cessna (Ogilvy; Bozell)
	International Nickel (Ogilvy)
	International Paper (Ogilvy)
	Dresser Industries (Ogilvy)
	Falcon Waterfree (Silverman LLC)
	Owens-Corning Fiberglas (Ogilvy)
	Shell Farm Chemicals (Ogilvy)
	Shell Industrial Chemicals (Ogilvy)
	Shell Plastics and Resins (Ogilvy)
	Shell Synthetic Rubber (Ogilvy)
<b>Internet</b>	America On-Line (Initiative)
	E-Trade On-Line (Initiative)
	Event 411.com (Initiative)
	Petstore.com (Initiative)
	PlasticCash.com (Wong Doody)

**Marketing  
Communications  
Agencies**

Yahoo! (Initiative)

Ayzenberg (Silverman LLC)

Beijing Reach-All Investment Company Ltd.  
(Silverman LLC)

BH Direct (Silverman LLC)

Bright Strategic Design (Silverman LLC)

Bullpen Integrated Marketing (Silverman LLC)

Donnenfeld & Associates (Silverman LLC)

Eclipse Studio, Beijing (Silverman LLC)

Glyphix (Silverman LLC)

Horizon Media (Silverman LLC)

M Creative Group (Silverman LLC)

Nice Advertising (Silverman LLC)

The Phelps Group (Silverman LLC)

Radarworks (Silverman LLC)

Rogers & Associates (Silverman LLC)

Schiller LLC (Silverman LLC)

U.S. International Media (Silverman LLC)

The Woo Agency (Silverman LLC)

**Media/Publishing**

24/6 Media dba Pocket Billboards (Silverman LLC)

Bulzi (Silverman LLC)

The Equestrian News (Silverman LLC)

Frontiers Media LLC (Silverman LLC)

HBO (BBDO and Asher/Gould)

KCAL 9 Television (Initiative)

Sirius XM (Silverman LLC)

Southern California Cable Marketing Council  
(Asher/Gould)

Triton Media (Silverman LLC)

UPN (United Paramount Network) (Initiative)

**Miscellaneous Products**

Paragon Luggage (Wong Doody)

Steuben Glass (Ogilvy)

Zippo (Ogilvy)

<b>Office Products</b>	Avery Dennison (Asher/Gould) Intuit – QuickBooks (Wong Doody)
<b>Petroleum Products</b>	Arco (Initiative) Shell Fire & Ice Motor Oil (Ogilvy) Shell Gasoline (Ogilvy)
<b>Professional Services</b>	Cadforce (Silverman LLC) CFO911 (Silverman LLC) Law Offices of Larry H. Parker, Inc. (Asher/Gould; Silverman LLC) Perona, Langer, Beck Inc. (Silverman LLC)
<b>Real Estate</b>	Coldwell Banker (BBDO) Esprit (Silverman LLC) Move.com (Silverman LLC) Pacifica Ventures (Silverman LLC) Relocation.com (Silverman LLC) Waterwood (Ogilvy) The Woodlands (Ogilvy)
<b>Restaurants</b>	Acapulco (Asher/Gould) Baskin-Robbins (Ogilvy; Asher/Gould) Bennigan's (Bozell) Burger Chef (Ogilvy) Carl's Jr. (Initiative) Der Weinerschnitzel (Initiative) Godfather's Pizza (Bozell) Hardee's (Initiative) KFC (Initiative) Packard's Grill (Asher/Gould) Pioneer Chicken (Asher/Gould) Pizza Hut (Asher/Gould) Sizzler (BBDO) Steak & Ale (Bozell) Taco Bell (Initiative)

## **Retail**

Togo's (Initiative)  
Tom Sawyer's Old Fashioned Fried Chicken (Ogilvy)  
Aaron Brothers Art Marts (Asher/Gould)  
Albertson's Supermarkets (Initiative)  
Arco (Initiative)  
Bailey Banks & Biddle Jewelers (Bozell)  
Big Lots (Initiative)  
C&R Clothiers (Asher/Gould)  
Checker Auto Parts (Bozell)  
Circle K (Initiative)  
Circuit City (Asher/Gould)  
Factory2You Stores (Asher/Gould)  
Family Bargain Center Stores (Asher/Gould)  
Fry's Supermarkets (Initiative)  
Harris & Frank Clothiers (Asher/Gould)  
Hughes Supermarkets (BBDO)  
Kennedy's Clothiers (Asher/Gould)  
Men's Wearhouse (Asher/Gould)  
Mervyn's (Wong Doody)  
Nordstrom (Wong Doody)  
Puppy Palace (Ogilvy)  
PIP Printers (BBDO)  
Ralphs Supermarkets (Initiative)  
Safeway Supermarkets (Initiative)  
Sainsbury Supermarkets (Silverman LLC)  
Sears (Ogilvy)  
Sit 'n Sleep (Silverman LLC)  
Stater Brothers Supermarkets (Initiative)  
Steuben Glass (Ogilvy)  
The Home Depot (Initiative)  
Tesco Supermarkets (Silverman LLC)  
Vons Supermarkets (Initiative)



	Wherehouse Records & Tapes (Asher/Gould)
	Zale Jewelers (Bozell)
<b>Social Marketing</b>	<p>California Department of Health Services – BabyCal (Asher/Gould)</p> <p>California Department of Health Services – First5 (Asher/Gould)</p> <p>California Department of Health Services – HIV Prevention (Asher/Gould)</p> <p>California Department of Health Services – Tobacco-Use Prevention (Asher/Gould)</p> <p>Los Angeles County Department of Public Health – Tobacco-Use Prevention (Asher/Gould)</p> <p>Oregon Health Department – Tobacco-Use Prevention (Asher/Gould)</p> <p>United States Department of Commerce, Census 2000 (Initiative)</p> <p>United States Government; Centers for Disease Control – Tobacco-Use Prevention (Initiative)</p> <p>White House office of National Drug Control Policy – Drug-use Prevention (Initiative)</p>
<b>Telecommunications</b>	<p>Nextel (Initiative)</p> <p>Telcentris (Silverman LLC)</p> <p>Southwestern Bell (Bozell)</p> <p>VoxOx (Silverman LLC)</p>
<b>Tobacco</b>	Tijuana Smalls (Ogilvy)
<b>Tires/Batteries/Accessories</b>	<p>Arco (Initiative)</p> <p>Goodyear (Ogilvy)</p> <p>Shell (Ogilvy)</p>
<b>Toys/Games</b>	<p>Electronic Arts (Initiative)</p> <p>Mattel Electronics (Ogilvy)</p> <p>Mattel Toys and Games (Ogilvy)</p>

## **Travel/Tourism**

Alaska Airlines (Wong Doody)  
Alaska Tourism (Initiative)  
ALM Royal Dutch Airlines (Ogilvy)  
American Airlines (Bozell; Initiative)  
American Express Travel Service (Ogilvy)  
Avis Rent-a-Car (Bozell)  
Bellagio Hotel & Casino (Initiative)  
British Tourist Authority (Ogilvy)  
Cunard Lines (Ogilvy)  
Desert Inn Hotel & Casino (Asher/Gould)  
Disney Cruise Lines (Initiative)  
Disneyland and Walt Disney World (Initiative)  
French Government Tourist Office (Ogilvy)  
Greyhound Lines (Bozell)  
Hyatt Regency Maui (Ogilvy)  
Hyatt Regency Waikiki (Ogilvy)  
Hyatt Kuilima Resort (Silverman LLC)  
KLM Royal Dutch Airlines (Ogilvy)  
Korean Airlines (Ogilvy)  
Las Vegas Convention & Visitors Bureau  
(Initiative)  
Loreto Bay (Wong Doody)  
Marriott (Ogilvy)  
MGM Grand Hotel & Casino (Asher/Gould)  
Mirage Hotel & Casino (Initiative)  
New York New York Hotel & Casino  
(Asher/Gould)  
Opryland USA (Ogilvy)  
Six Flags (Ogilvy and Initiative)  
Trailways Bus Lines (Ogilvy)  
Treasure Island Hotel & Casino (Initiative)  
TWA (Ogilvy)  
United States Travel Authority (Ogilvy)

Universal Studios Hollywood (Ogilvy)

Yosemite National Park and the Curry Company  
(Ogilvy)

**Utilities**

Bell South (Initiative)

Houston Lighting & Power (Ogilvy)

Nextel (Initiative)

Salt River Project (Bozell)

Southwestern Bell (Bozell)

## **EXPERT WITNESS EXPERIENCE**

### **DEPOSITION, ARBITRATION AND/OR TRIAL TESTIMONY**

(2017-2021; Underscore indicates client)

In Re: Rock 'N Play Sleeper Marketing, Sales Practices, and Products Liability Litigation  
Retained by Plaintiffs; Defendants: Fisher Price and Mattel  
United States District Court, Western District of New York  
Case No. MDL No. 1:19-md-2903  
Deposed 10/28/2021

JOSEPH MIER, et al., v. *CVS HEALTH*  
United States District Court, Central District of California  
Case No. 8:20-cv-01979-DOC-ADS  
Deposed 10/15/2021

JEFFREY KOENIG and MARCELLUS HOLT, et al. v. *VIZIO, INC.*  
Superior Court of the State of California, County of Los Angeles  
Case No: BC702266  
Deposed 10/8/2021

CHRISTOPHER JULIAN et al. v. *TTE Technology, Inc. dba TCL North America*  
United States District Court, Northern District of California  
Case No: 3:20-CV-028570-EMC  
Deposed 9/30/2021

AFSHIN ZARINEBAF et al. v. *CHAMPION PETFOODS, et al.*  
United States District Court, Northern District of Illinois, Eastern Division  
Case No. 1:18-cv-06951  
Motion Hearing 9/22/2021

CARROLL SHELBY LICENSING, INC., et al. v. *DENICE SHAKARIAN HALICKI, et al.*,  
United States District Court, Central District of California  
Case No.: 8:20-cv-01344-MCS-DFMx  
Deposed 8/24/2021

DELANEY SHARPE et al. v. *GT'S LIVING FOODS, LLC.*  
United States District Court, Central District of California  
Case No. 2:19-CV-10920-FMO-GJS  
Deposed 6/8/2021

TOYA EDWARDS et al. v. WALMART, INC.  
United States District Court, Central District of California  
Case No. 2:18-cv-9655 GW-FFM  
Deposed 5/11/2021

JUSTIN LYTLE et al. v. NUTRAMAX LABORATORIES, INC., et al.  
United States District Court, Central District of California  
Case No. 5:19-cv-00835-JBG-SP  
Deposed 3/31/2021

REMY SHAKER et al. v. CHAMPION PETFOODS USA, et al.  
United States District Court, Eastern District of Michigan  
Case No. 2:18-cv-13603-LJM-DRG

and,

RACHEL COLANGELO et al. v. CHAMPION PETFOODS USA, et al.  
United States District Court, Northern District of New York  
Case No. 6:18:CV-01228-LEK-DEP

and,

AFSHIN ZARINEBAF et al. v. CHAMPION PETFOODS, et al.  
United States District Court, Northern District of Illinois, Eastern Division  
Case No. 1:18-cv-06951  
Deposed 3/11/2021

THOMAS BAILEY, et al. v. RITE AID CORPORATION  
United States District Court, Northern District of California  
Case 4:18-cv-06926-YGR  
Deposed 12/10/2020

JENNIFER SONG AND SCOTT WERTKIN, et al. v. CHAMPION PETFOODS, USA, INC., et al.  
United States District Court, District of Minnesota  
Case No. 18-CV-3205-PJS-KMM,

and,

CAMMEO RENFRO, BARB MCGRAW AND DESIREE DEMPSTER et al. v. CHAMPION PETFOODS USA, INC. and CHAMPION PETFOODS L.P.  
United States District Court, District of Colorado  
Civil Action No: 18-cv-02756-MEH  
Deposed 11/24/2020

RALPH MILAN, SARAH AQUINO, and ELIZABETH ARNOLD v. CLIF BAR & COMPANY  
United States District Court for the Northern District of California  
Case No. 3:18-cv-02354-JD  
Deposed 10/14/2020

ALFWEAR, INC. v. MAST-JAEGERMEISTER U.S. INC. and OPPERMANWEISS, LLC.  
United States District Court for the District of Utah, Central Division  
Case No. 2:17-CV-00936-tc  
Deposed 8/31/2020

STATE OF HAWAII BY ITS OFFICE OF CONSUMER PROTECTION v. LIVING ESSENTIALS, LLC, and INNOVATION VENTURES, LLC.  
In the Circuit Court of the First Circuit, State of Hawaii  
Civil No. 15-1-0142-01 ECN (Other Civil Action)  
Deposed 5/24/2019; 8/14/2020

LIBERTY MEDIA GROUP, LLC, et al. v. NATIONAL PROMOTIONS and ADVERTISING, INC., et al.  
Superior Court of the State of California, County of Los Angeles, Central District  
Case No. SC126900  
Deposed 11/22/2019

BRANDI PRICE and CHRISTINE CHADWICK, et al. v. L'ORÉAL USA, INC. and MATRIX ESSENTIALS, LLC.  
United States District Court, Southern District of New York  
Case No. 1:17-cv-00614-LGS  
Deposed 8/19/2019

DIVISION SIX SPORTS, INC., v. SHAUN WHITE AND SHAUN WHITE ENTERPRISES, INC.  
Superior Court for the State of California, County of Los Angeles  
Case No: BC2619646  
Deposed 8/15/2019

HARBOR BREEZE CORPORATION et al. v. NEWPORT LANDING, INC., et al.  
United States District Court, Central District of California, Southern Division  
Case No. 8:2017cv01613  
Deposed 10/9/2017 and 5/9/2019; Trial testimony 6/20/2019

UNIVERSAL STANDARD INC. v. TARGET CORPORATION, et al.  
United States District Court, Southern District Of New York  
Case No. 1:18-cv-06042-LGS  
Deposed 5/14/2019

STEPHEN HADLEY et al. v. KELLOGG SALES COMPANY  
United States District Court Northern District of California  
Case No. 5:16-cv-04955  
Deposed 5/28/2018; 5/1/2019

DEBBIE KROMMENHOCK and STEPHEN HADLEY, et al. v. POST FOODS LLC  
United States District Court, Northern District of California  
Case No. 3:16-cv-049585-WHO (JSC)  
Deposed 2/21/2019

AMERICAN CRUISE LINES v. HMS AMERICAN QUEEN STEAMBOAT COMPANY, et al.  
The United States District Court, District of Delaware  
Civil Action No. 13-324-rga  
Deposed 10/12/2016; Trial testimony 1/9/2019

STATE OF VERMONT v. LIVING ESSENTIALS, LLC, and INNOVATION VENTURES, LLC  
State of Vermont, Superior Court, Washington Unit  
Civil Division Docket No. 443-7-14 Wncv  
Deposed 3/8/2018; 12/6/2018

SWAROVSKI RETAIL VENTURES LTD. v. JGB VEGAS RETAIL LESSEE, LLC  
District Court, Clark County, Nevada  
Case No. A-15-727008-B  
Deposed 12/21/2017

VIP PRODUCTS, LLC v. JACK DANIEL'S PROPERTIES, INC.  
United States District Court, District of Arizona  
Case No. 2:14-cv-02057-DGC  
Deposed 8/12/2015; Trial testimony 10/5/2017

LIBERTY MEDIA GROUP, LLC, et al. v. CINECAUSE, LLC, et al.  
Superior Court of the State of California, Los Angeles  
Case No. BC606196  
Deposed 9/19/2017

STRATEGIC PARTNERS, INC. vs. VESTAGEN PROTECTIVE TECHNOLOGIES, INC.  
The United States District Court, Central District of California  
Case No. 2:16-CV-5900-RGK (PLA) 2:16-CV-5900-RGK (PLA) 2:16-CV-5900-RGK (PLA) 2:16-CV-5900-RGK (PLA)  
Deposed 8/17/2017

XIOMARA MARTINEZ ARROYO et al. vs. THE NEMOURS FOUNDATION d/b/a NEMOURS CHILDREN'S HOSPITAL, ORLANDO  
Circuit Court of the Ninth Judicial Circuit in and for Orange County, Florida  
Case No: 2015-CA-004791-O  
Deposed 2/23/2017