

# Jonathan Sackett

## Marketing, Advertising & Digital Executive

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With more than 18 years of international industry experience, Jonathan has developed award winning, ground breaking and effective marketing initiatives for some of the world's greatest brands.

Jonathan has modernized the communications discipline for agency systems including [DraftFCB](#), [Arnold Worldwide](#), [The Martin Agency](#) and [DDB](#) where he currently serves as Managing Director & Chief Digital Officer.

Jonathan's award-winning work spans numerous clients in virtually all major industries including:

- **Travel:** Bahamas / Boeing / Royal Caribbean / Carnival
- **Automotive:** BF Goodrich / Harley-Davidson / Volvo
- **CPG:** Purina / Clinique / Hershey's / Coca-Cola / Milk / Kellogg's / Jack Daniel's / M&M's / Snickers / Twix / Proctor & Gamble / Schick / Tetra / Kohler / Ocean Spray
- **Restaurant & Food Service:** Pizza Hut / KFC / Taco Bell / McDonald's / Perdue Farms / Tyson
- **News & Causes:** Chicago Tribune / ESPN / LA Times / Truth
- **Retail:** Wal-Mart / Radio Shack / Sears / OfficeMax / CVS/pharmacy / Grainger
- **Insurance & Finance:** Capital One / Charles Schwab / Discover Card / GEICO / Progressive / State Farm / Fidelity Investments
- **Pharmaceutical:** GlaxoSmithKline / Pfizer / Abbott Labs
- **Government:** United States Postal Service / Bahamas Ministry of Tourism
- **Technology & Telco:** Cars.com / AOL / Google / IBM / Lucent / Motorola / Sprint
- **Education & Careers:** DeVry / Manpower

He is also co-founder and Chairman of the International Association of Internet Professionals ([internetprofessionals.org](http://internetprofessionals.org)) and serves on the Board of Directors for [WebWise Kids](#), a non-profit organization specializing in family education and educational outreach for safe Internet usage.

Jonathan has lectured at numerous universities including Northwestern, Harvard Business School and hosted numerous seminars from the 4A's to the DMA and OMMA, SXSW and Cannes.

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