 **Richard Georgas Biography**

Richard Georgas is the founder of Georgas Ads Inc., an advertising and branding consulting firm that helped branded consumer products companies increase their profits by a factor of 100. His clients include:

* The Dial Soap Company
* Hallmark Cards, Inc.
* Procter & Gamble

*Notable accomplishments include*:

* A former head of the Strategy Unit of Google
* Worked with advertisers on network TV, cable and new technologies
* Ads he developed won industry acclaim as “Top of Mind Best” for ten years.

Before devoting his work fulltime to Georgas Ads Inc, Richard served as Chief Marketing Officer at an Inc. 1,000 advertising organization whose clients include Bank of America, Gap, Samsung, Time Warner, Tivo, and Harvard and Stanford Universities. Richard has written for the New York Times and has written or co-created five books. His last book, “New Messaging Technologies Drive Growth,” has been published in ten languages. Richard has also taught creative writing at Rutgers University.

In addition to his executive career, Richard serves on several advisory boards and boards of directors. Aside from serving as Chairman of the Board for Smith & Jones, he also holds board membership positions with several private companies including Creative Designs LLC, Valley Ventures, and Project Phoenix, all of whom originally engaged Richard through his consulting practice.