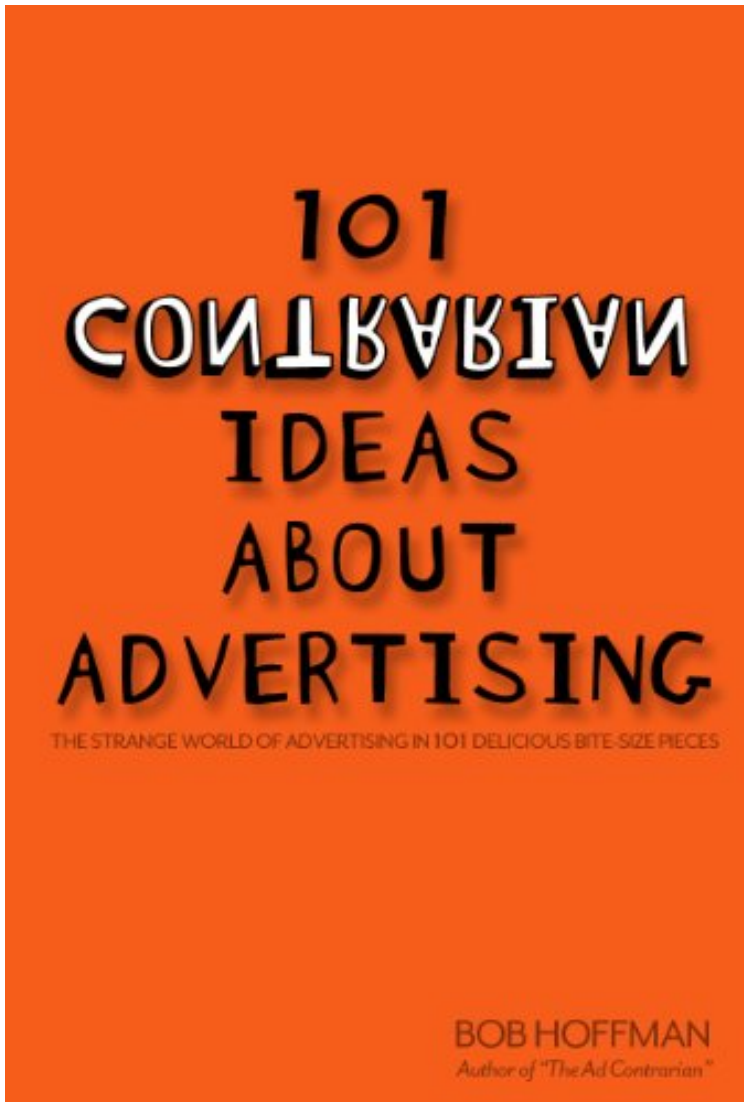


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Contrarian" and "The Ad Contrarian" blog, which was named one of the world's most influential advertising and marketing blogs by Business Insider. Bob's new book, "Advertising Needs Troublemakers" will be released in early 2015. In 2012, Bob was selected "Ad Person of the Year" by the San Francisco Advertising Club. Bob founded and was chairman/ceo of Hoffman/Lewis advertising, one of the West's largest independent advertising agencies. He retired from Hoffman/Lewis in 2013. Previously, Bob was ceo of Mojo USA and president and creative director of Allen Dorward. Bob has created advertising for McDonald's, Toyota, Shell, Nestle, Blue Cross, Chevrolet, Pepsico, Bank of America, ATT, and more companies than he cares to think about. He has served on the board of the Advertising and Marketing International Network and has also been Special Assistant to the Executive Director of the California Academy of Sciences. Bob is a frequent speaker at industry conferences, business meetings, and advertising events.