

## About Joseph Jaffe

One of the most sought-after consultants, speakers and thought leaders on marketing , new media and social media, Joseph Jaffe is Chief Interruptor of Powered, the newly created full-service social media agency with scale.

Previously, Joseph founded and ran a strategic consulting practice called crayon, which was recently acquired by Powered. crayon's clients included The Coca-Cola Company, Panasonic, Kraft Foods and H&R Block. Prior to launching crayon, Joseph ran jaffe, LLC, where he worked with companies including P&G, TiVo and Microsoft. Before that, Joseph was Director of Interactive Media at TBWA/Chiat/Day and OMD USA, where he worked on Kmart, ABSOLUT Vodka, Embassy Suites and Samsonite.

Jaffe's popular blog and audio podcast, "Jaffe Juice", provides daily and weekly commentary respectively on all things new marketing. You can join the conversation at [www.jaffejuice.com](http://www.jaffejuice.com). His podcast was voted a Readers' Choice Award as "Best Marketing Podcast" by MarketingSherpa. You can subscribe via iTunes.

In 2009, he launched his first foray into video in the form of JaffeJuiceTV ([www.youtube.com/jaffejuicetv](http://www.youtube.com/jaffejuicetv) or [www.jaffejuice.tv](http://www.jaffejuice.tv)), in an effort to prove once and for all that he does not have a face for radio.

His first book, *"Life After The 30-Second Spot: Energize Your Brand With A Bold Mix Of Alternatives To Traditional Advertising"* (Wiley/Adweek) was released in June 2005 and focuses on how advertising is evolving in a world ruled by an empowered consumer and no longer governed solely by the 30-second spot.

His second book titled, *"Join the conversation: How to engage marketing-weary consumers with the power of community, dialogue and partnership"* was published by Wiley in October 2007. Join the Conversation outlines the birth and rise of "conversational marketing" – a vision of literally what comes next and how marketers can become part of the conversation, instead of constantly disrupting it.

His third book, *"Flip the Funnel: How to use existing customers to gain new ones,"* will be published in February of 2010 and presents a powerful hypothesis that retention can become the new acquisition through the strategic incorporation and elevation of customer service, customer experience and customer initiated word-of-mouth, content creation and incentive-based referrals.

Joseph's impassioned, straight-shooting and honest perspectives have found their way to every major media outlet, including the likes of CBS Evening News, ABC World News, Bloomberg, NPR, The Wall Street Journal, New York Times, USA Today, Fortune, Newsweek, Business Week, Ad Age, Adweek and the list continues.

Joseph is a Senior Fellow at the Center for the Digital Future at the USC Annenberg School, as well as the Society for New Communications Research. He also has lectured at NYU's Stern School, Cornell's Johnson School of Business and Syracuse University.

Hailing from South Africa, he lives with his wife, daughter and two sons in Westport, CT.

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