

About Joseph Jaffe

One of the most sought-after consultants, speakers and thought leaders on innovation, marketing, new media and social media, Joseph Jaffe is Founder and CEO of Evol8tion, LLC (www.startupsforbrands.com), an innovation agency that connects early stage startups with established brands to partner via acceleration, pilot programs and/or investment. Through its BrandWatch and BrandMatch solutions, Evol8tion provides both evaluation/education and execution frameworks respectively across the entire innovation continuum. Evol8tion's clients include Mondelez International, Kraft Foods, Time Warner Cable, Zenith Optimedia and Jarden Consumer Solutions.

In 2006, Joseph founded and ran strategic consultancy, crayon, until it was acquired by Powered in January of 2010. crayon's clients included The Coca-Cola Company, Panasonic, Kraft Foods and H&R Block. Powered's clients included Target, Verisign, Anheuser-Busch InBev and General Motors/Onstar. 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. 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.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"* (Wiley, October 2007) outlines the birth and rise of "conversational marketing" – a vision of 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,"* was 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.

In October 2013, Jaffe - in collaboration with his former client at The Coca-Cola Company and ABInBev, Maarten Albarda - published Z.E.R.O. - Zero Paid Media as the New Marketing Model, which takes him back to the scene of the crime, namely "Life after the 30-second spot". The central premise behind Z.E.R.O. is that in a perfect world, the optimal paid media budget for brands would be....you guessed it. Jaffe and Albarda used crowdfunding engine, Kickstarter to fund the book and with \$51,000 raised, Z.E.R.O. is the second most funded business book in the history of Kickstarter.

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 mentor at Founder's Institute, Entrepreneur's Round Table and Techstars. 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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