

• SPEAKER • AUTHOR • CHIEF PURPOSE ARCHITECT •

JACKIE DRYDEN

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PROFILE

Jackie is an experienced brand and marketing executive. She is also a nationally acclaimed author and speaker. Jackie understands the needs of her audiences and enjoys giving presentations that build connections and produce results.

EXPERTISE

Presentation Training
Event Management
Creative Direction
Strategic Planning
Corporate Purpose

SAMPLE CLIENTS

Chevron Texaco
Popeye's
Lexus
Minute Maid
Verizon

EXPERIENCE

Savage Brands / Chief Purpose Architect
2012 — Present

UTHealth / Director of Marketing and Creative Strategy
2009 — 2012

Origin Design Communications / Director of Account Services
2006 — 2009

Bates Southwest Advertising / Senior Vice President and Creative Director
1998 — 2005

Dryden Design Advertising / President and Creative Director
1980 — 1997

AFFILITITIONS

Past Chairman, American Advertising Federation, Houston

Past Chair, The Art Institute Graphic Arts Council

Chair 2009 The Houston ADDY Awards

Chair, The Better Business Bureau's Advertising Review Board

DJ @ Radio Lollipop, Texas Children's Hospital

EDUCATION

Bachelor of Journalism
The University of Texas Austin

BOOKS & AWARDS

*Just Me: What Your Child Wants
You To Know About Parenting*

*Get Your Head Out Of Your Bottom
Line: Build Your Brand On Purpose*

New York Art Director's Show

Print Magazine

Local, regional and national ADDY's.

AAFH Silver Medal Award

AAFH Living Legend Award

Spirit of AAFH Award

Finalist AMA Marketer of the Year