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Silverstein Partners: Jeff Goodby

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Jeff Goodby

Media Leader Presentation by Abbey Warschauer

Who is Jeff Goodby?

- Got Milk?
- Rhode Island
- Parents
- Harvard
- Journalism

Jobs

- City Hall Reporter
- Relocated with his wife to San Francisco
- Advertising at J. Walter Thompson
- Oglivy & Mather
- Rich Silverstein
- Agency Start Up

GBS to GSP

The Transition

- Founders
- Omnicom
- Berlin leaves
- New partners

**What is
GSP?**

Full service
advertising
agency

Success

- Got Milk?
- Out of the Box Ideas
- Individual advertisement awards
- Creator Awards
- Master Class
- ANDY awards
- The One Club Hall of Fame for Advertisers
- The One Show awards
- Cannes awards
- Advertising Agency of the Year
- Art Director's Club awards

Leadership

Leadership Style

Emerging

- Always looking for the next thing
- Risks welcome
- Strives to stand out

Empowering

- Welcomes new and out there ideas
- Encourages risk taking
- Empowers employees to think out of the box
- Collective discipline to achieve greater together

Business Model

- New/provocative ideas
- Casual Culture
- Employee ideas implemented
- Companies looking to stand out

With Great Risk...

- GSB to GSP
- Competition
 - Loss of employees
 - New business model
- SBC Communications drop out
 - Layoffs

Still Climbing

1983

Jeff Goodby, Andy Berlin, and Rich Silverstein co-found Goodby, Berlin & Silverstein

1992

Omnicom, Inc. purchases company

1993

Berlin leaves company

1994

The company changes its name to Goodby, Silverstein, & Partners

2004

Goodby and Silverstein are inducted into the One Club Hall of Fame for advertisers

2019

Goodby and Silverstein received the Cannes Lion of St. Mark Lifetime Achievement Award

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