

## **Biography: Sal Randazzo**

Sal Randazzo is a highly regarded advertising research strategist with extensive advertising research experience. Sal began his research career at Young & Rubicam where he worked on brands such as Lincoln, Kodak and Jello. He then served as Strategic Planning Director at Backer & Spielvogel where he helped Bill Backer Launch Miller Lite - with the now famous Lite Allstar campaign.

Sal was subsequently tapped by Peter Kim to join McCann-Erickson as the Worldwide Planning Director on Coca-Cola, AT&T, Smith Barney and Marriott Hotels. While at McCann-Erickson, Sal also developed the highly successful Lucent Technologies strategy for which he received a Gold AME Award and a Silver EFFIE. He eventually left McCann-Erickson to start his own research company, ConsumerWorks.

Sal holds Masters' degrees in Psychology and Philosophy, and has completed his coursework for his doctorate. He has served as the Chairperson for the Qualitative Research Council of the ARF. Sal is also a prolific writer who has published numerous articles on research and marketing. He is an excellent speaker and has given presentations at various colleges, campuses and corporations.

Sal has also written a well received book titled The Mythmakers: How Advertisers Use the Power of Myth & Symbolism to Create Leadership Brands. His book has been published in Korea, India and South America. The third edition is currently being published and will be available November 2008.