

PHOENIX BUSINESS JOURNAL

20 Names to Know: Advertising and Marketing

Bill Lavidge



Title: CEO
Company: Lavidge
No. of employees: 85
How long in industry: 36 years
Twitter handle:

How did you get into this profession? As a college sophomore, I was lucky to land an internship in the research department of a Chicago-based multinational ad agency. Thankfully, they liked me and invited me back until I went to graduate school.

Tell us about the coolest trend in advertising and marketing today: The coolest trend might also be the scariest. It is artificial intelligence, or AI. AI can make life more productive and enjoyable, but it also means a loss of privacy and can create dependency. Like it or not, it is here to stay and will continue to creep into everyday life.

What advice would you give to someone who wants to build a career that is similar to yours? Be prepared to work long hours at a lower beginning salary than you might receive elsewhere, but remember when you start out, it's not what you earn, it's what you learn.

How have you seen your industry change in the past few years? I can think of no other industry where the rate of change is so rapid. New ways to market to consumers often become obsolete just months after introduction. The only constant is that our job remains the same which is to create awareness and/or demand for our client's ideas, products and services.