Access to Experts

Matt Biespiel
Program Director, Integrated Marketing Communications Council
The Conference Board

Matt Biespiel is Program Director for the Integrated Marketing Communications Council at The Conference Board. He has been leading award-winning integrated marketing communications campaigns for 3 decades on the client, agency and property sides of the business.

He got his start working at Ogilvy & Mather and Y&R; two agencies that were at the forefront of IMC. Ogilvy called the practice “Ogilvy Orchestration”…Y&R referred to it as “Whole Egg”. He spent nearly a decade leading one of the nation’s most famous IMC campaigns: ‘Visa. It’s everywhere you want to be.’ As VP Advertising, Matt expanded the campaign across a growing range of products and mediums. While at the US Olympic Committee, Matt launched the organization’s first IMC campaign around the 2002 Salt Lake City Olympics; leading a brand strategy endeavor and multi-touchpoint campaign that was capped off with the hottest selling licensed merchandise item in Olympic history: the US Olympic Team beret. At McDonald’s, Matt was the global evangelist of the ‘i’m lovin it’ campaign…stewarding that idea across every traditional and non-traditional channel in 120 countries.

His leadership resulted in a decade of growth, becoming the Effie World’s Most Effective Advertised Brand for two consecutive years, and the Cannes Lions Marketer of the Year. Matt is currently advising growth stage start-ups on brand strategy and go-to-market plans.