



**Jim Stengel**  
**Adjunct Professor, Marketing**  
**UCLA Anderson**  
**President/CEO The Jim Stengel Company**  
[james.stengel@anderson.ucla.edu](mailto:james.stengel@anderson.ucla.edu)

In October 2008, **Jim Stengel** shocked the marketing world by leaving his prestigious role as Global Marketing Officer at Procter & Gamble, one of the most admired brand building companies in the world. This bold move was Jim's first step on a new mission to share his passion for growing business through a focus on higher ideals. To continue on his mission, Jim has embraced a variety of exciting roles: President/CEO of The Jim Stengel Company, LLC, author of *Grow: How Ideals Power Growth and Profit at the World's Greatest Companies*, speaker with the Washington Speakers Bureau, and Adjunct Professor at the UCLA Anderson School of Management.

Jim's company is both think tank and consultancy -- conducting proprietary research, generating thought leadership and applying a new ideals-driven framework to drive business growth in today's global economy. The company's mission is to inspire global business leaders to achieve higher performance by rethinking their ideal and all behaviors emanating from that ideal. Jim and his team have worked with clients in tech, fashion, retail, food service, automotive and wine/spirits.

Jim's book *Grow: How Ideals Power Growth and Profit at the World's Greatest Companies*, published by Crown Business, has been called a "landmark" by best selling author Tom Peters. Based on a unique ten-year growth study involving 50,000 brands, Jim shows how the world's fifty best businesses have a cause and effect relationship between financial performance and their ability to connect with fundamental human emotions, hopes, values, and greater purposes. Through colorful stories drawn from his fascinating personal experiences and "deep dives" that reveal the true reasons for success for businesses such as Discovery Channel, Lindt, Visa and Petrobras, *Grow* unlocks the code for twenty-first century business success.

One of Jim's focus areas is to "give back" by inspiring younger people who will be the next generation of professionals in the field of business. In June 2009, he was appointed an Adjunct Professor of Marketing at UCLA Anderson School of

Management. In 2011, Jim served as Dean of the first-ever Cannes Creative Academy for Young Marketers at the Cannes Lions International Festival of Creativity. In 2013, Jim pioneered the CMO Accelerator program at the Cannes Lions Festival.

Jim is the former global marketing officer of \$84 billion Procter & Gamble, where he oversaw an \$8 billion advertising budget and had organizational responsibility for nearly 7,000 people. Highly regarded, his leadership was recognized in 2008 when P&G was honored as the 2008 Cannes International Advertising Festival Advertiser of the Year for the first time in company history.

Jim is best known for reinvigorating P&G's marketing culture. In his seven years as GMO, he personally led the transformation that has firmly established P&G as one of the most admired brand-building companies in the world. P&G sales doubled during Jim's tenure as GMO.

Prior to his promotion to P&G's top advertising and marketing position in 2001, Jim had P&L responsibility for the company's European baby care business. Previously, Jim held positions of increasing responsibility in P&G's developing markets, Cosmetic, and Food businesses. He joined the company in 1983, and before that spent four years at Time Incorporated in the Time-Life Books division. Jim is widely known for leading innovation and for his commitment to building leading-edge marketing capabilities.

As a result, he was recognized in 2003, 2004, 2006 and 2007 by Advertising Age as the number one "Power Player" in marketing. In 2005, he was recognized as Grand Marketer of the Year by Brandweek magazine, the same year P&G was named Marketer of the Year by Advertising Age magazine. Jim was named to the first-ever Fortune Executive Dream Team in 2011.

Jim is on the Board of Directors for AOL. He also serves as an Advisor for MarketShare, an industry-leading marketing analytics firm, and for Myrian Capital, a private equity firm. In the past, he served on the Board of The Advertising Council, and also served as Chairman of the Association of National Advertisers, and Chairman of the American Advertising Federation Hall of Fame.

#### Education

MBA 1983, Pennsylvania State University

B.A. American Studies, 1977, Franklin & Marshall College