

GARY GOLDSMITH NEW CHAIR OF ADVERTISING DEPARTMENT



The Arts Center College of Design has recently made the announcement about its new chair for the Advertising Department. The Provost of the Art Center, Fred Fehlau, made the announcement about the individual who was chosen to become the new chair for the advertising department and that particular individual is Gary Goldsmith. Goldsmith will be taking on the position with over thirty years' worth of experience, having worked with a number of different firms, which includes the Lowe Worldwide and the Young & Rubicam. Goldsmith will now operate as the leader for the program and help to bring on changes within the industry. When making the announcement, Fehlau said, "Ever since influential adman Edward A. 'Tink' Adams founded Art Center in 1930, the Advertising Department has been at the heart of our school." He then said, "Historically, the program has played an important role in shaping the advertising industry and in that time contributed to its creative leadership. Today, much of that industry has changed, and Gary has led that change by utilizing social and digital media to build new strategies for branding and messaging." Goldsmith was actually a graduate of the Art Center, having graduated back in 1981 after obtaining his BFA in the Advertising section. Prior to graduating from the Art Center, he also was a student of the University of Texas, having earned his B.A. When he first started with his career, he was working for DDB, which is located in New York. During that time, he worked on a number of advertising campaigns for top companies, including IBM and Hershey. After four years of working for the company, he managed to take on the senior vice president spot, having proved himself and his dedication and devotion to the company. Goldsmith is excited about the new position he will be able to take on with the Art Center. When asked about his feelings, he has said, "The landscape of advertising has changed drastically, and the redefinition of our business is only just beginning to accelerate." Goldsmith also said, "In five years most of the current sources for jobs won't exist. But I believe that Art Center, with our strong parallel programs in entertainment, digital, film, photography and environmental design, is positioned to build not only the first truly modern advertising program in the world, but one that will prepare our students to tap into broader sources for careers than ever before." The Art Center is expecting Goldsmith to help with the expansion of growth with unique and innovative advertising campaigns; especially since that is something he is specifically known for being able to do and was chosen from a large list of individuals.

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