



Press Contact:

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Russ Klein
CEO of American Marketing Association

Area of Expertise

- Advertising
- Brand Transformation and Positioning
- Change Management
- Innovation
- Leadership
- Marketing and Integrated Marketing
- New Product Development
- Strategy
- Word-of-mouth Social Currency



Industry Experience:

Retail, CPG, durable goods, services, food and beverage.

Biography

Russ Klein has led marketing teams for many of the world's foremost brand names—holding top marketing posts at Dr Pepper/7UP Companies, 7-Eleven Corporation, Burger King Corporation, Church's Chicken, and Arby's Restaurant Group.

Russ has been named to “top marketer” lists spanning three decades, including his Burger King body of work that was recognized by ADWEEK as “The Advertiser of the Decade” for the 2000's.

Under his leadership, his teams' work-product has received scores of industry awards for excellence with particular distinction for creativity, including a Titanium Lion at Cannes; Russ also led new product innovation teams with three products named New Product of the Year.

Klein was responsible for the most highly recalled advertising campaign ever measured by Nielsen's IAG Research; "Whopper Freakout".

Russ was a leader in ushering in the age of digital marketing with the microsite “Subservient Chicken” that was recognized by the Wall Street Journal as the “Digital Ad of the Decade” for the 2000’s; and a groundbreaking partnership with Microsoft’s Xbox creating a suite of games featuring BK advertising icons that became the second best-selling suite of games in Xbox history.

Russ has had the rare privilege to lead marketing for three major business turnarounds generating record sales performance and profitability in excess of 600 percent combined returns for shareholders.

Russ is recipient of the Fisher College of Business Distinguished Alumnus Award from The Ohio State University and is a graduate of Harvard Business School’s Advanced Management Program.

As CEO for the American Marketing Association, Russ is charged with the transformation of the AMA to become the definitive force and voice shaping marketing best and next practices worldwide. Russ was once nicknamed “Flamethrower” by an industry publication for his managerial boldness and provocative advertising, but he now aspires to be the torch bearer for all marketers.

Website www.ama.org

Social Media [Twitter](#) and [LinkedIn](#)

About the American Marketing Association (AMA)

With nearly 1.3 million marketing and sales professional in 118 countries and across 74 professional chapters and 345 collegiate chapters throughout North America, the American Marketing Association (AMA) is the largest marketing association in the world. AMA serves organizations and individuals who practice, teach and study marketing across the globe. Its mission is to serve as a forum for connecting like-minded individuals to foster knowledge sharing and relationship building; to be a trusted resource for marketing information, tools, education and training; and to advance marketing practice and thought leadership. For more information about the AMA, visit www.ama.org or follow the latest AMA news at

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