

Speaker Bios

A CMO'S GUIDE TO AI

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Jim Lecinski

Associate Professor of Marketing, Medill School of Journalism, Media, Integrated Marketing Communications; Clinical Associate Professor of Marketing (Courtesy), Kellogg School of Management

Jim Lecinski is an associate professor in Medill's Integrated Marketing Communications Program and member of the Spiegel Digital & Database Research Center's Advisory Board.

He brings over 25 years experience growing revenue for brands through integrated, multi-channel and digital marketing. Having spent more than 10 years at Google, his most recent role at the company was vice president of U.S. sales and service. He also holds the position of Visiting Executive Lecturer in the Darden Graduate School of Business Administration at the University of Virginia.

His book about digital marketing, "Winning the Zero Moment of Truth" known as ZMOT (pronounced: "Zhee MAHT") was published in 2011, and has been read by over 300,000 marketers worldwide and featured in the New York Times, Advertising Age and Forbes.