



# Joseph Jaffe

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## Personal info

55 Sturges Hwy, Westport 06880, USA  
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## About Joseph Jaffe

Serial Entrepreneur, 5-time author, Keynote Speaker, Educator, Thought Leader, Rabble-Rouser, Trouble-Maker

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## Experience

- 10/2018 – present ● **Admiral, HMS Beagle (Westport, CT)**  
Strategic boutique that helps clients navigate the journey from survival to thrival (growth)  
Clients: Platinum Equity, Nestle, Masami, Artsai, Bidtellect, Skyline Construction
  - 02/2013 – 12/2018 ● **Co-Founder, Evol8tion (New York City, NY)**  
What if Kodak had acquired Instagram? Evol8tion connected startups and brands.  
Clients: Colgate, P&G, Mondelez, Steelcase, Nestle, Purina, Pearson Education
  - 02/2006 – 12/2010 ● **Founder & CEO, crayon (New York City, NY)**  
Industry's first dedicated social media agency, before it was acquired by Powered, Inc.  
Clients: ABInBev, The Coca-Cola Company, H&R Block, General Motors, American Airlines
  - 09/2000 – 06/2002 ● **Director of Interactive Media, TBWA\Chiat\Day (New York City, NY)**  
Clients: K-mart, ABSOLUT Vodka, Embassy Suites, NYC Public Schools
  - 03/1993 – 02/1997 ● **Marketing Manager, Nando's Chickenland - QSR (Johannesburg, South Africa)**  
Focused on digital, analytics, promotions, internal communications, local marketing & more
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## Education

- 01/1989 – 12/1992 ● **Bachelor of Business Sciences (Honors)**  
**University of Cape Town, Cape Town, South Africa**  
Dean's Merit List 1991, 1992
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## Academic Credentials

- 02/2019 – present ● **Online Instructor**  
**West Virginia Reed College of Media, Morgantown, United States**  
Wrote and teaches an online elective titled, "Brand Evolution Strategy." Students must select a company on DeathWatch and develop survival and growth plans for their company.
  - 2002 – present ● **Guest Lecturer (sample of schools)**  
**Clemson University, SC Johnson College of Business, NYU Stern School of Business**
  - 2002 – 2006 ● **Senior Fellow**  
**Center for the Digital Future at USC Annenberg, Los Angeles, United States**
  - 01/1995 – 11/1995 ● **Lecturer, Principles of Marketing**  
**Damelin College, Johannesburg, South Africa**
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## Certifications

01/2019



### Bridge Program AACSB

<https://www.aacsb.edu/events/bridgeprogram>

Weeklong seminar for Business Professionals, who meet general AACSB accreditation standards for practitioner faculty preparing for an academic position.

## Books Published

03/2019



### Built to Suck (Ideapress)

<http://www.builttosuck.com>

The key to success...is to suck less! This book outlines how companies can survive and thrive in an age of short-termism, risk aversion and constant disruption.

10/2013



### Z.E.R.O. (Wiley)

The optimal paid media budget is zero. Don't pay for attention...pay attention!

01/2010



### Flip the Funnel (Wiley)

How to use existing customers to gain new ones. Retention as the new acquisition

10/2007



### Join the Conversation (Wiley)

Seminal book on rise of social media and creator of the phrase, "Join the Conversation."

05/2005



### Life after the 30-second spot (Wiley)

Predicts social media, UGC, smartphones before Facebook, YouTube, iPhone existed

## Public Speaking / Keynote Presentations

06/2002 – present



### Keynotes, Seminars, Workshops, Facilitation

Trade Associations, Industry Conferences, Private Corporate

500+ Keynotes Delivered

Over 44 Countries Visited

## Strengths



## Hobbies



Frustrated lifelong  
Spurs fan #COYS



Cantor, Aspiring  
Rock Singer



2 1/2 Million Miler  
on American



2 NYC Marathons  
(and done!)



Sci-Fi Fan. OK, I'm  
a Trekkie



Addicted to  
Starbucks

## Social Media



@jaffejuice



/jaffejuice



@jaffejuice



jaffejuice



Jaffe Juice (Blog)