

Paul Kurnit
Clinical Professor Of Marketing, Pace University
President, PS Insights

Paul Kurnit is an internationally recognized marketing professional with over 25 years in the advertising and entertainment businesses. Paul began his advertising career at Benton & Bowles and Ogilvy & Mather, where he managed a number of classic brands for Procter & Gamble, Kraft, American Express and Hasbro. As President and Chief Operating Officer at Griffin Bacal (a DDB agency), Paul managed accounts across a wide range of consumer and BtoB brands. He was also Executive Vice President of Sunbow Entertainment, a leading producer of quality children's television programming. Paul is an expert in social and cultural trends having created a number of specialty business units dedicated to addressing a diverse range of marketing initiatives, including:

LiveWire: Today's Families Online®

Kid Think Inc.™

Licensing Works!™

Trend Walk™

TDC: The Design Group

The Digital Station

As founder of Kurnit Communications, KidShop and PSInsights, Paul has been dedicated to delivering customized marketing solutions for companies seeking dramatic new initiatives to drive their businesses.

Paul is a frequent speaker and writer for television, radio and print media (NBC/The Today Show, ABC, CBS News, CNN, Fox, The Wall Street Journal, The New York Times, USA Today, Barron's, Ad Age, AdWeek, BrandWeek, Entrepreneur and more). He has shared his expertise in consulting work for Bayer, ConAgra, Disney, General Mills, Hasbro, McDonald's, Nickelodeon, Pepsi, Scholastic, Sony, Universal Studios and many other blue chip and start up companies.

Paul is on the boards and advisory boards of several industry organizations including The Advertising Educational Foundation (AEF), the Children's Advertising Review Unit (CARU) of the Better Business Bureau and the International Journal of Advertising and Marketing to Children. He is clinical professor of marketing at Pace University, where he teaches marketing and advertising and serves as university advisor for NSAC (National Student Advertising Competition) sponsored by the American Advertising Federation (AAF).

Paul lives in Cortlandt Manor, NY with his wife, Susan, a life-long teacher. His daughter, Ara and son Jesse have followed in dad's footsteps, both as graduates of the University of Wisconsin and in marketing and advertising careers in innovation and production companies. When Paul isn't writing, speaking, consulting, teaching or shaping business initiatives, he's hiking, landscaping, traveling, reading, listening to music, watching television or at the movies...and, always thinking about and processing new marketing and cultural trends and their implications and applications.