

Keynote Presentation: George Hammer

The End of Advertising As We Know It

Part One: 3:00 – 3:45p.m.



Chief Content Officer IBM

George believes we are in the golden age of content, but face a war for attention. Today's content has to be exceptional; platform agnostic and audience specific. As a data-driven storyteller, George's mission is to unite brands and audiences with content that builds relationships and drives action.

George and his team of content gurus work together to develop content programs and strategies that connect IBM with its audiences and provides the information and tools they desire.

Prior to joining IBM, George was the SVP of Content at Digitas where he oversaw campaigns for clients such as Accenture, HP, GE, LEGO and American Express. He also worked at Discovery where he led the brand's content efforts for its digital channels. He spent the earlier part of his career launching a new media startup and working in agencies / consulting.

George is an undergraduate of Indiana University where he received his B.S., from the Kelley School of Business, and a graduate of the University of Chicago where he received his MBA.

