

Access to Experts



Matt Biespiel

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Matt Biespiel is Program Director for the Integrated Marketing Communications Council at The Conference Board. He has been leading award-winning integrated marketing communications campaigns for 3 decades on the client, agency and property sides of the business.

He got his start working at Ogilvy & Mather and Y&R; two agencies that were at the forefront of IMC. Ogilvy called the practice “Ogilvy Orchestration”...Y&R referred to it as “Whole Egg”. He spent nearly a decade leading one of the nation’s most famous IMC campaigns: ‘Visa. It’s everywhere you want to be.’ As VP Advertising, Matt expanded the campaign across a growing range of products and mediums. While at the US Olympic Committee, Matt launched the organization’s first IMC campaign around the 2002 Salt Lake City Olympics; leading a brand strategy endeavor and multi-touchpoint campaign that was capped off with the hottest selling licensed merchandise item in Olympic history: the US Olympic Team beret. At McDonald’s, Matt was the global evangelist of the ‘i’m lovin it’ campaign...stewarding that idea across every traditional and non-traditional channel in 120 countries.

His leadership resulted in a decade of growth, becoming the Effie World’s Most Effective Advertised Brand for two consecutive years, and the Cannes Lions Marketer of the Year. Matt is currently advising growth stage start-ups on brand strategy and go-to-market plans.