



## Gerard Bush

Gerard Bush is the Chief Creative Director and co-founder of award-winning social media agency, [The brpr Group](#), professor at the world renowned Miami Ad School, in addition to being on air TV host for Plum TV. The agency's roster of clients includes Finish Line, MTV, and European fashion retail chain Coltorti Inc. Bush spearheaded The brpr Group's social strategy for Smirnoff Ice to take home the coveted social media award, The Bees, in the category of 'Best Use of Mobile'. Bush is a strident proponent of conversational media as the primary marketing vehicle demonstrated in the agency's tenet of inviting a participatory process between brand and consumer. Community building in lieu of campaigns is a philosophy that both Gerard and his agency live by in the creative work that they consistently churn out.