



Dr. Marcus Collins

Professor in Residence at TikTok, Top Booked Keynote Speaker, Best-Selling Author, University of Michigan Professor, 2023 Thinkers50 Radar Award Winner, Forbes Contributor, Award-Winning Marketer, Marshall Goldsmith 100 Coach

Dr. Marcus Collins is an award-winning marketer and cultural translator who leverages his scholarly work as a clinical professor at the Ross School of Business, University of Michigan, and the many years he spent in marketing as an advertising executive—most recently as the head of strategy at Wieden+Kennedy, New York—to bridge the academic-practitioner gap and use this knowledge to help people get people to take action.

His deep understanding of brand strategy and consumer behavior has helped him bridge the academic-practitioner gap for blue-chip brands and startups alike. He is a recipient of Advertising Age's 40 Under 40 award and Crain's Business' 40 Under 40 award, and an inductee into the American Advertising Federation's Advertising Hall of Achievement. In 2023, he was recognized by Thinkers50 with the Radar Distinguished Achievement Award for the idea most likely to shape the future of business management. He is a member of Marshall Goldsmith's 100 Coaches and has also served as a jury for the Cannes Lion International Festival of Creativity.

Before joining Wieden+Kennedy, he served as the Chief Consumer Connections Officer at Doner Advertising and led Social Engagement at Steve Stoute's advertising agency, Translation. Over the course of his career, Marcus has developed a practice for creating culturally contagious ideas that inspire people to take action. His strategies and creative contributions have led to the launch and success of Google's "Real Tone" technology, the "Made In America" music festival, the Brooklyn Nets, and State Farm's "Cliff Paul" campaign – among others.

Prior to his advertising tenure, Marcus began his career in music and tech with a startup he co-founded before working on iTunes + Nike sport music initiatives at Apple and running digital strategy for Beyoncé.

Marcus' work centers squarely on the impact of culture and the power that comes from having great cultural proximity. His best-selling book, *For The Culture: The Power Behind What We Buy, What We Do, and Who We Want to Be*, examines the influence of culture on consumption and unpacks how everyone from marketers to activists can leverage culture to get people to take action. Throughout the book, he relies on literature, case studies, his work with brands, and academic data to

illustrate the “whys” and the “hows” so that readers will be empowered to successfully apply these learnings in their own pursuits.

Marcus holds a doctorate in marketing from Temple University where he studied cultural contagion and meaning-making. He received an MBA with an emphasis on strategic brand marketing from the University of Michigan, where he also earned his undergraduate degree in Material Science Engineering. He is a Forbes columnist and a trusted voice among CMOs and business leaders. But most importantly, he is a proud Detroit native, a devoted husband, and a loving father to Georgia and Ivy.