

In her role as the first-ever Chief Purpose Officer for Omnicom and the TBWA Network, Denise Roberson is leading some of the biggest brands in the world to actuate their business case for purpose, as it pertains to increased brand value, competitive advantage, and creating an engine for growth and innovation. Using sustainability, ESG, DE&I, and stakeholder capitalism to drive 21st-Century value creation, Denise is focusing on a scalable, differentiated, and business goals oriented approach, while leading with an organization's authenticity and values. In this capacity, Denise is helping companies develop and connect their brands to purpose and sustainability, while using these unifying strategic levers to ignite the entire stakeholder system. Omnicom TBWA has worked with Fortune 500 and world-class brands around the globe, such as Apple, PepsiCo, Disney, Google, Conservation International, Principal Financial Group, Intuit, and the GRAMMYS.

Denise is now leading Omnicom's first end-to-end purpose, sustainability and ESG offering, uniting talent around the globe as multi-disciplinary business partners to Omnicom's largest clients and built to serve the new realities and challenges of modern Stakeholder Capitalism. This purpose collective will connect brands with leading experts in CSR, ESG, Sustainability, DEI, SDGs and Climate Change. Denise also serves on Omnicom's Sustainability Committee, as Omnicom is the largest publicly traded (F200) multinational holding company in advertising and communications.

Prior to Omnicom, Denise served as the Chief Executive Officer for nearly two decades at J&J Communications, a global leader in advertising, marketing and strategic services. Clientele included National Geographic, Procter & Gamble, Costco, Mazda Motor Corporation, Epson, and Sony Pictures. This is where she became an emerging thought leader on the role of purpose, sustainability, and diversity and inclusion, as key drivers of global competitive strategy in building brand value.

Denise is a trusted professional and academic speaker, adviser and board member, with triple bottom line and corporate social responsibility expertise. She has spoken, been featured, and created thought leadership for Cannes, Forbes, AdWeek's Women Trailblazers, Advertising Age, and keynotes at some of the most notable organizations around the world, and she is about to be published in Harvard Business Review. She is also a marketing professor for Pepperdine University's Presidents & Key Executives MBA program, and introduced purpose and sustainability into the curriculum for her C-suite students.

Denise has served in a board role for a number of for profit and not for profit organizations, including Oxford Leadership (ESG and Digital Marketing committees), specializing in purpose-led leadership development, strategy execution, and culture change in complex global organizations; Marvel Innovations (ESG and Digital Marketing committees), a next-generation medical device company partnered with NASA/JPL; HealRWorld, (Governance and Nominating committee) a socially conscience impact company that aggregates environmental, social and governance sustainability data; Pepperdine University Graziadio Business School, a group of prominent business leaders who provide advice and counsel on the direction of the school and its program; and the Center for Women in Leadership, building confidence and instilling the strongest sense of competency and readiness for the challenges and rewards of leadership for women around the world, through mentorship programs, industry engagement, and research on gender diversity.

Denise was educated at the University of Southern California and Chapman University, where she studied both business administration and communications, with an emphasis on public relations and advertising. She continued to fulfill her lifelong passion for learning by attending the Harold and Pauline Price Center for Entrepreneurial Studies at UCLA's Anderson School of Management, MDE program. At Pepperdine University, Denise completed the prestigious Presidents and Key Executives MBA program. She is now completing her doctoral degree, researching the connection of a corporation's sustainable and purpose-driven efforts to increased brand value, at Business School Lausanne in Switzerland.