



Career Advice from 5 of the World's Best Marketers

The best of Brand Fast-Trackers
(www.brandfasttrackers.com)

*Brand Fast Trackers is a 6-year old podcast series featuring
insights from the world's best marketing and media
entrepreneurs and executives*



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On Brand Fast-Trackers, we often ask guests to share their history – how they got to where they are and what they learned along the way. To become a top level marketer – whether they are Marketing VPs, CMOs or CEOs – they all have a story to share and advice for those marketers blazing trails after them.

In this e-book, we've parsed the best of these conversations to offer these insights from a few top marketers:

1. Jim Stengel, President/CEO of The Jim Stengel Company (former Global CMO of Procter & Gamble)
2. Dave Knox, CMO of Rockfish & Founder of The Brandery
3. Joey Bergstein, Chief Marketing Officer, Seventh Generation
4. Joseph Jaffe, founder of Evolution / Start-ups for Brands
5. Jeffrey Hayzlett, Global Business Celebrity



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**Jim Stengel, President/CEO,
The Jim Stengel Company**

*“Early in my career, whenever I had an assignment change, I made a list of people that I wanted to talk to, then I went out to ask them: **“What would you do if you were me and what do you think my top three priorities should be?”** My list included marketers and agency people, but I reached out and talked to the R&D person to the product supply person, the finance person, human resources person. I talked to people outside the company. I talked to people who used to be on the business of brand.”*

Key Take-Away:

Even if you’re junior, go out and chart your own path, ask questions that others aren’t asking, find different perspectives from people outside your area of expertise, and you will do better at your job.

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**Dave Knox, Chief Marketing
Officer, Rockfish &
Founder of The Brandery**

“Brand managers today have to be able to be nimble, to be focused externally and to be able to have a radar and a signal of what is something I should pay attention to and how can I look at that.”

Key Take-Away:

Always be learning. Technology is developing and unfolding at an ever-greater pace. The best Brand Managers are those that have, and will, adapt with the times.

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**Joey Bergstein, Chief
Marketing Officer,
Seventh Generation**

*“The role of Brand Managers haven’t changed per se, but the tools have changed. **Successful brands managers are universal soldiers.**”*

Key Take-Away:

The days of specialized Brand Managers are long gone. Evolution and flexibility are the cornerstones of a crack shot Brand Manager; they should be able to take on any aspect of the business and succeed.

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Joseph Jaffe, Founder, Evolution / Start-ups for Brands

“There are two things that are the hardest things that anybody could ever do. One is being an entrepreneur, and the other one is being in sales. One of the biggest problems in the agency world is that these guys don't know how to sell, even though they're in the business of selling. **When you have to go and sell, and be on the streets, and eat what you kill, it's a different ballgame.** What I've found is that people attempt to get into this whole consulting, freelance life. They realize that there is no stability, no security, and no consistency. There are people that are energized by that, and it motivates them to be better and to be hungrier. Then, there's those that just can't cut it. Those are the people that go back to getting a desk job.

Key Take-Away:

Act like an entrepreneur, even if you're in the agency world. Learn how to sell, manage instability, and set your own level of consistency. You'll be a stronger player for it.

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Jeffrey Hayzlett, Bestselling Author & Global Business Celebrity

"I tell people there's no secrets in life, we are all just borrowing what everybody else has done over the years and put that into practice and that's the big difference. **I think most folks, they just don't go do it.** Someone asked "How did you go on Celebrity Apprentice and put the products on the national top ten television show?" I told him, "I picked up the phone", when he asked how I got introduced, I explained that I called 411, asked for Donald Trump, got his phone number, left him a message and he called me back. It was that simple. Now, I was with Kodak and the message I left was 'I'm willing to spend a couple million dollars on your show.' I needed a hook and it worked. It works for any sales and marketing situation. **What's your hook? How creative can you be? Never give up.**"

Key Take-Away:

You have to be fearless in chasing your big goals using the tools you have at your disposal. One thing I have learned in my years of producing this show. Just ask. You will be surprised how many people say yes.