

Ilan Geva - Bio

Ilan is an international branding expert, who teaches, practices and implements all brand touchpoints. He joined Ogilvy & Mather as Design Head and Creative Director in Johannesburg, Los Angeles, and Chicago. Later he held senior creative positions with Leo Burnett and Frankel & Co. (now ARC Worldwide) his other positions were: VP Exec. Creative Director at Kragie/Newell (now Integer) Des Moines, and VP Creative Director Gage Marketing, Minneapolis. He currently runs Ilan Geva & Friends, a brand communications consultancy in Chicago, and serves as the U.S. Narrator of the European firm *brandstory*.

Throughout his career, he developed and created Corporate Identities, Advertising Campaigns, In-Store Displays, Packaging Design, Direct Marketing, Sales Promotion, Web Sites, and every imaginable strategic branding solution for many of the world's largest corporations, as well as for numerous smaller enterprises. His work has won over 100 creative awards around the world including CLIO, ADDY, TELLY, POPAI, CAPLES, ECHO, SUMMIT, ADRIAN and many others for advertising, TV, direct marketing, and graphic design.

Some of his most recognized branding work included: McDonald's, Coca-Cola, Visa, Ford Trucks, The Chicago Tribune, SA Breweries, Panasonic, Nestle, American Express, Unilever, VW-Audi, Kodak, HP, Seagram, Shell, Sears, Citibank, and many more.

[His specific tourism, travel and hospitality experience includes: Israel Ministry of Tourism, Turkey Tourism, South African Tourism, British Tourist Authority, Mexico Tourism Board, State of Iowa Tourism, Lisbon Convention Bureau, United Airlines, Korean Air, Alitalia, Sheraton Hotels, King David Hotel, Doubletree Hotels, Avis, American Express Travel Services, and more.](#)

Ilan has a BFA from the Bezalel Academy of Arts and Design in Jerusalem and a Masters degree from DePaul University in Chicago. He also graduated from the Damelin College of Marketing in Johannesburg with a diploma in Marketing Management. Additionally, he studied Video, Painting and Drawing at the School of The Art Institute of Chicago

He currently teaches Branding at the University of Chicago, and Advertising, Branding, Consumer Behavior, and Copywriting and Advertising at DePaul University. He taught Introduction to Design at the School of Hospitality Management at Kendall College, Integrated Marketing Communications, interactive advertising and International Advertising at Columbia College Chicago, Brand Planning & Message Strategy at Roosevelt University and Packaging Design at the School of The Art Institute of Chicago.

Ilan judges some of the most prestigious industry award competitions in the US and abroad. Ilan is invited to speak at trade conferences and events. He conducts seminars, training sessions on branding, and other marketing topics for Advertising Agencies, Trade Associations and Educational Institutions. He was on the advisory committee of the Mexican Tourism Board, and he's a board member of the Chicago Arts Orchestra.

In 2006, Ilan was the recipient of the Excellence in Teaching Award from the University of Chicago. In 2007 Ilan was selected a faculty member of the In-Store Marketing Institute.