

MULTICULTURAL MARKETING SUMMIT



Robert "Bob" McNeil, Jr.

President & CEO

IMAGES USA

Bob is the founder and president of IMAGES USA, a full-service multicultural marketing communications firm based in Atlanta. With humble beginnings in his Georgia Tech dorm room, Bob has grown IMAGES USA into a thriving business employing more than 40 professionals, grossing annual billings in the millions and a client list spanning a variety of industries including, pharmaceuticals, telecommunications, tourism and government.

Bob began his marketing career with the Georgia Institute of Technology's marketing and recruiting department where he was responsible for diversity recruiting, corporate sponsorship solicitation, and the creation and implementation of University events and programs. As a result of the valuable knowledge he gained from Tech, Bob decided to offer his expertise to corporate America, and in 1989 he started IMAGES USA. His impressive list of initial clients included Lockheed Corporation, Members Only and The Pan American Games.

Bob continued to expand IMAGES' roster servicing high profile clients such as Amtrak, Wachovia, International Speedway Corporation, AARP, Sprint, Coca-Cola, Adelante, Chuggs Milk, New Jersey State Police and the Georgia Department of Human Resources to name a few. For their clients, IMAGES creates and implements advertising and public relations campaigns, and promotions and special events; and conducts research for clients wanting to successfully reach the African-American and Hispanic markets. IMAGES USA was recently won a Silver Award for Amtrak and Bronze Award for the National Black Arts Festival from the Hospitality Sales and Marketing Association International. They were also named "Multicultural Agency of the Year" by the American Marketing Association, featured as a top Black-owned advertising agency in the 2007 *Black Enterprise* 100 List, and selected as a "Top Owned Business" by DiversityBusiness.com.

Bob holds an Executive MBA from Georgia State University and is a graduate of the National Minority Supplier Development Council (NMSDC) Advanced Management Education Program at the Kellogg Graduate School of Management and the Advanced MBE program at the Tuck School of Business. Bob was also awarded the 2008 Moss Kendrix Award by the National Association of Market Developers.

A native of Atlanta, Bob's community involvement has been significant. He volunteers with many professional and charitable organizations such as AID Atlanta, Alpha Phi Alpha, and Big Brothers Big Sisters. He continues to service the community through the provision of leadership on several boards including The National Conference for Community and Justice, the American Institute for Managing Diversity, and the National Black Arts Festival.