THERE'S MORE TO THE STORY OF ADVERTISING.

JASON P. CHAMBERS

HISTORIAN | AUTHOR | SPEAKER

Jason Chambers is a historian and storyteller who brings the overlooked stories of Black advertising professionals, entrepreneurs, and consumers to life.

KEYNOTE PRESENTATIONS INCLUDE:

BLACK AMERICANS WHO CHANGED ADVERTISING

The people, agencies, and ideas that transformed an industry

The story of Black professionals and entrepreneurs who challenged stereotypes, changed how companies understood Black consumers, and influenced American advertising and culture.

TOM BURRELL AND THE REVOLUTION IN BLACK ADVERTISING

How one advertising pioneer changed the way corporate America saw Black consumers

The story of Tom Burrell, the agency he built, and the insight that transformed advertising to Black America: Black consumers were not simply white consumers with darker skin.

FROM STEREOTYPES TO CONSUMERS

How advertising learned to reach Black America with more empathy and respect

The story of advertising's changing treatment of Black Americans, from stereotypes and exclusion toward recognition of Black consumers, creative professionals, and Black-owned agencies.

BLACK WOMEN AND THE MAKING OF AMERICAN ADVERTISING

The female creators, executives, entrepreneurs, and consumers who helped reshape an industry

The story of Black women who challenged assumptions, created opportunities, built businesses, influenced consumer culture, and changed the images and ideas produced by American advertising.

EXPERTISE AND EXPERIENCE

- Professor of Advertising, University of Illinois Urbana-Champaign
- National and international speaker
- Consultant to Fortune 100 companies, advertising agencies, and national organizations

BOOKS

- *Advertising Revolutionary: The Life and Work of Tom Burrell*
- *Madison Avenue and the Color Line: African Americans in the Advertising Industry*
- *Building the Black Metropolis: African American Entrepreneurship in Chicago*

MEDIA APPEARANCES & EXPERT COMMENTARY

The History Channel | BBC | CNN | NPR | The New York Times | The Guardian
The Washington Post | Forbes | Black Enterprise | Adweek | Advertising Age

INVITE JASON TO SPEAK

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