

Allison Arden



Vice President &
Publisher of
Advertising Age

Allison Arden is the author of *The Book of Doing: Everyday Activities to Unlock Creativity and Joy*, and Vice President and Publisher of Advertising Age. Allison has translated her childhood love of arts & crafts into a lean forward life philosophy helping people tap their personal creativity to have a positive impact on business and life.

As Publisher of Advertising Age, Allison is leading the transformation of an 80-year-old iconic media brand serving a market upended by change. While business continues to evolve, Allison believes that everything is still about people and our ability to lean into change. Empowering a team to embrace opportunity and their own creativity is the difference between success and failure.

As a full time working married mom of two young children, Allison is committed to helping her children hold onto their creativity as they grow. She has learned that the only way to make it all work together is to approach every activity and every day with joy and wonder, a sense of humor, and a never say die willingness to figure it out and get your hands dirty. We, and everything around us, are an on-going work in progress.

Born and bred in Brooklyn, Allison now lives in Manhattan with her husband, Scott, their two children Max, 10, and Maya, 7, and their chocolate lab, Rosie.

Advancing Creative Thinking: Imagination to Innovation, April 27 and 28, 2012, Ridgefield, CT

Co-sponsored by The Aldrich Contemporary Art Museum, Ridgefield Library, Ridgefield Arts Council and The Morris Media Group