



Robin Koval is the CEO and President of Truth Initiative, the national public health organization dedicated to achieving a culture where all youth and young adults reject tobacco.

A leader in the world of advertising and marketing, and a *New York Times* best-selling author, Koval joined the organization in 2013. She re-launched its award-winning and lifesaving **truth**<sup>®</sup> youth tobacco prevention campaign and refocused its world-class research and activism programs to speak, seek and spread the truth about tobacco. The **truth** campaign has been voted one of the most influential campaigns of the 21<sup>st</sup> century and has been named a 2015 most effective brand of the year, best PR campaign of the year, along with numerous other awards. More importantly, with the help of the **truth** campaign youth cigarette smoking rates have declined from 23% in 2000 to an all-time

low in 2015 of 6%!

Koval has deep roots in advertising and marketing. A co-founder and CEO of the Kaplan Thaler Group, she grew that company from a fledgling start-up in 1997 to a billion-dollar agency working with Procter & Gamble, Pfizer, Aflac and other cherished brands. She led the agency's integration with Publicis and was named CEO of the 700-person agency, Publicis Kaplan Thaler, which she led prior to joining Truth Initiative.

She and Linda Kaplan Thaler are co-authors of several best-selling books. Their most recent book is *Grit to Great: How Perseverance, Passion and Pluck Take You from Ordinary to Extraordinary*. Their other books include: *The Power of Nice*, *The Power of Small* and *Bang: Getting Your Message Heard in a Noisy World*.

Named one of *Advertising Age's* "Most Influential Women in Advertising," Robin Koval has been recognized by New York Women in Communications' with their prestigious "Matrix Award," and has received Women's Venture Fund's "Highest Leaf Award," Women's Leadership Exchange's "Compass Award" and the Advertising Women of New York's "Working Mothers of the Year Trailblazer Award." Koval has also been named one of *Self-Made Magazine's* "50 Women Entrepreneurs Who Inspire Us."

Robin regularly appears on television, contributes commentary to print and online outlets and speaks to business, government, association, academic and media audiences.