

# **Barry Cohen**

**Managing Member at AdLab Media Communications, LLC**

Clifton, NJ, US

Author & Workshop presenter at trade shows & conferences nationwide

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## **Description**

BA in English cum laude, Kean University (NJ); Over 33 years in marketing; 16 years as an entrepreneur; frequent contributor to business & trade press in both North & South America; experienced in media planning & creative development. Out-of-the-box strategic business developer.

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## **Availability**

Keynote, Panelist, Workshop, Author Appearance

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## **Industry Expertise**

Advertising/Marketing, Writing and Editing, Public Relations and Communications

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## **Topics**

Effective Creative & Media Strategies, Thought Leadership & Authorship, Business Startups

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## **Affiliations**

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## **Sample Talks**

### **10 Ways to Screw Up an Ad Campaign**

This session describes the most common advertising mistakes and how to avoid them. It instructs the audience in how to out-advertise its competitors when one can't outspend them.

### **Startup Smarts**

Based on the book by the same title, this session covers everything for a successful startups--legal structure & formation, taxes & accounting, funding & financing, sales & marketing, employee development & employment practices, etc.

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## **Past Talks**

### **10 Ways to Screw Up an Ad Campaign**

Radio Advertising Bureau's national sales conference

## **Drop Dead Management**

Radio Advertising Bureau's national sales conference

## **10 Ways to Screw Up an Ad Campaign**

Concert Industry Consortium

## **Startup Smarts**

New Jersey Innovates conference

## **10 Ways to Screw Up an Ad Campaign**

Natural Products Expo East

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## **Education**

### **Kean University**

Bachelor of Arts English

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Bachelor of Arts, cum laude English

### **Kean Universtiy**

Bachelor of Arts English, Speech-Theater-Media

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## **Accomplishments**

### **Awards**

Winner, Silver Microphone Awards for broadcast creative, Dynamic Graphics for design excellence, Leo Award, Association of Graphic Communicators

### **Listings**

Who's Who Among Students in American Colleges & Universities, Outstanding Young Men of America, Thompson Reuters' Westlaw Roundtable Group

### **Boards Memberships, Past & Present**

Kean University Alumni Association, Advertising Club of NJ, Network Plus, Allgood Entertainment, Amwell Security

### **Publications**

Books Authored: 10 Ways to Screw Up an Ad Campaign; Startup Smarts; Comin' Home

Guest Columnist: Radio & Records, Floorcovering Weekly, Tiempo de Mercadeo, About.com

### **Awards**

Recipient: Steven J. Weiss Memorial Scholarship; Nathan T. Shreiber Scholarship

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