



Our People



Bob Brin, APR
Director

BEYOND THE BIO

When not healing his 125-year-old house, Bob drives women crazy with his blues harp... until they (his wife and three daughters) send him to the garage.

The 110 employee-owners of Padilla Speer Beardsley help clients build and protect their most important asset – their reputation – through a creative and analytical approach to public relations and marketing communications.

As leader of Padilla Speer Beardsley’s creative and interactive services team, Bob has played an instrumental, entrepreneurial role in the firm’s transition to an integrated communications agency with strong online and social-media capabilities. As co-developer of Padilla’s “Brand Builder” process, he also brings keen branding perspective to campaign development.

Bob’s team operates from an admittedly Web-centric view of the world, always asking, “If we build it, will they commune?” For the answer, they apply a sophisticated planning tool – iVenture Vision – to help clients see the forest, the trees and the leaves throughout an Internet project. The team’s toolbox includes competitive Web site audits, search-engine marketing, Web casts and online surveys.

Bob has provided creative direction for integrated programs for JLG, BASF, Progresso and the National Marrow Donor Program, among others. As leader of the firm’s social-media efforts, Bob also started and manages Padilla’s Social Media Elite Response Force (SMERFs), a group focused on consumer-generated media. He also initiated “The Lead,” Padilla’s blog (www.psbblog.com).

He served two tours of duty in marketing communications roles at NCR/AT&T before converting to the agency side. A highly creative and versatile writer, he has penned annual reports, ads, e-mail campaigns and his own bio.

Bob holds a bachelor’s degree in English from St. John’s University in Minnesota.

