

Ed Castillo

Founder - Brand Disposition, Inc.

Ed was Global Chief Strategy Officer of [Arnold Worldwide](#) from 2015 to 2018. He joined from [TBWA\Chiat\Day](#) where he was Chief Strategy Officer in the New York office for the previous four years. Before that, while at [McCann NY](#), Ed was SVP, Global Strategy Director, and led communications strategy globally for American Airlines as they emerged from a Chapter 11 reorganization efforts in 2012.

Prior to McCann, Ed was SVP, Strategic Planning at [PHD](#). Ed's clients at PHD included HBO, Starbucks, Google, Gap, Old Navy, Hyatt, Havaianas, TRUTH (teens & tobacco), The Discovery Channel, Mitsubishi Motors, and Siemens. He joined PHD from [NORTH](#) – an agency he co-founded – where he led all strategy and research efforts.

Earlier, as Director of Account Planning for [R&R Partners](#), Ed led strategy for the “What Happens Here Stays Here” campaign on behalf of the Las Vegas Convention and Visitors Authority (Adweek's 2004 “Grand Marketer of the Year”).

Prior to joining R&R, Ed worked on the development of media content via [Applied Research & Consulting LLC](#) including "Behind the Music" for VH-1 and several video game properties for Activision. Ed began his career at [Leo Burnett](#) in Chicago, and graduated with honors in philosophy from [Amherst College](#) in 1994.

Originally from Tucson, AZ, Ed lives in Westport, CT with his wife Cameron Snyder, their daughters Ruby and BB, and their son Cruz.