

## Ed Castillo

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Ed Castillo is the sole proprietor of Brand Disposition, Inc. - a brand consultancy with a POV.

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.