



## Joel Idelson

c/o Napoli Management Group  
8844 West Olympic Boulevard, Suite 100  
Beverly Hills, California 90211  
310.385.8222

### CAREER SUMMARY

Joel Idelson is an advertising executive, producer, writer, creator, on-air talent. Idelson is currently developing branded and non-branded entertainment projects for TV and digital distribution.

From the blue collar streets of Boston, Joel Idelson has built his career... branding and working with some of the world's most progressive brands, fashion icons, entertainment personalities, tech entrepreneurs, food/restaurant legends, creative innovators, and pop cultural icons.

Idelson started his career as a singer/songwriter/music producer...landing his first recording contract with Sony Music in the late 90's. After a long stint in the business, Idelson moved on to focus on building his career in the advertising industry. Idelson was a member of the executive team at two of the world's largest digital advertising agencies, Digitas & Razorfish and helped manage both companies during their multi-billion dollar acquisitions by larger holding companies.

Idelson recently was named Chief Marketing Officer for Connelly Partners, a successful advertising agency. Prior to that he was founder and EVP of branded entertainment at Allen & Gerritsen, one of the largest and most successful independent advertising agencies in the country. There he created content for clients including the Boston Celtics, Saucony, and Toy State.

At A&G Idelson created and produced "#afewgoodminutes," interviewing entertainment, cultural and business trendsetters including Russell Simmons, Donnie Wahlberg, the founder of Warby Parker and others. Idelson signed a production agreement with CBS to distribute the series.

Idelson's on-camera persona is authentic, relatable, natural, and humorous. He has a style that is convincing and unique with the ability to put his guests at ease and establish trust and rapport while maintaining a level of humor, sincerity, and credibility.

When he is not working in New York & Los Angeles, Idelson spends time with his wife and three sons in Boston, playing and coaching ice hockey, golfing, cooking, writing, advising & investing in tech startups.

**Represented by Al Corral 310.385.8225 / [alcorral@tv talent.com](mailto:alcorral@tv talent.com)**