

The Class of 1999 Selects...

Carl Yankowski (Class of 1966)



Graduating from the Massachusetts Institute of Technology with a degree in engineering, Carl Yankowski was prepared to be what they call "a lab rat." He went to work for Proctor and Gamble in their labs, but discovered that he liked people and selling ideas and concepts.

Eventually, he took a full time job in the marketing department, shaping a career that allowed contact with both the marketing and technological world. He developed campaigns for Pringles and Duncan Hines mixes. At General Electric, he helped develop the Spacemaker line of products and the accompanying "We Bring Good Things to Light" campaign, also "Is It Live Or Is It Memorex" campaign. He also worked on the three-year Pepsi Challenge campaign - the only time in history that Pepsi's market share was higher than Coke. Though he worked in the marketing departments of six different companies with vastly different products, the approach to the work almost never changed.

He has worked with such great athletes as Michael Jordan, Allen Iverson, and Venus Williams. He joined the Reebok Company in 1998, and is currently the CEO. Carl Yankowski has carved a successful career selling images for some of the world's corporate giants.