



C12™

Member Spotlight: James Danella

James Danella, of Media Vision Advertising, began his career in advertising and marketing 37 years ago. Growing up in New York, he found his way to Madison Ave and dove headfirst into the fast-paced world of advertising. Coming from a national background, James learned about the business from the ground up, eventually rising to the position of producer where he teamed with some of the best agencies throughout the world, from international clients to local national brands. One highlight in his career was producing the Paralympics in Sydney Australia in 2000.

The tragic events of 9/11 changed the landscape of the marketing and advertising industry in New York City and ultimately changed the course of James' career. He began to daydream of creating an ethical model where business is conducted with integrity despite the grey often associated within the advertising industry. From this dream, James established Media Vision Advertising.

James has spoken at universities, businesses and corporate events on various topics related to Marketing, Sales, Networking, and Ethics in Business. He has served on various Boards of Directors and volunteered his time with numerous causes. He is currently working on his first book currently titled Smart Marketing which is scheduled for release at the end of the year.

When he is not trying to change the world one marketing decision at a time, James spends downtime with family, whether on a beach, a mountain, or a boat, savoring the time before all the kids are off to college.

James attributes some of his major shifts in strategic planning, and well as business and financial decisions, to his time with C12 and his Chair, Craig Warner.



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C12 also allows James to take comfort, knowing he is not alone in his challenges as a Christian business leader in a world that doesn't always adhere to biblical principles. James is thankful for being introduced to C12 less than a year ago.

Media Vision Advertising's business model is simple: To provide best efforts in a transparent, ethical manner while affecting change and growth for the companies served. James always keeps in mind that the real CEO is His Lord and Savior and views the business as a witness for His glory. This mindset is communicated to all clients whether they share the faith or not.

MVA is comprised of industry professionals with diverse backgrounds, creating compelling and strategic campaigns that offer their clients clarity regarding their marketing and advertising, with honesty.

With offices in New York and Tennessee, MVA is on a growth path with the goal of five offices around the country.