



Jeff graduated from Harvard, where he wrote for the Harvard Lampoon. He worked as a newspaper reporter in Boston, and his illustrations have been published in TIME, Mother Jones and Harvard Magazine.

He began his advertising career at J. Walter Thompson before moving to Ogilvy & Mather. It was here that he met Rich Silverstein and in 1983 they founded Goodby, Silverstein & Partners. In this partnership Jeff has won just about every advertising award imaginable. Jeff was the guy who originally wrote "got milk?" on a napkin. In 2006 he was inducted into the Advertising Hall of Fame.