

Eric has considerable experience crafting campaigns around the dangers of smoking. Before joining Truth Initiative in 2006, he was account director at the award-winning advertising agency GSD&M in Austin, Texas. There, he worked with Truth Initiative on a number of successful efforts, including EX[®], Bob Quits, Mary Quits, Great Start, and Circle of Friends. He also managed accounts for several nationally known brands, including AT&T, Southwest Airlines, Kinko's and the publisher of Rolling Stone, Us Weekly, and Men's Journal.



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