Joe Lam, hailed as the Father of Asian American Advertising, is the Co-Founder and President of L3 Advertising, Inc., the first Asian-American advertising agency in the U.S. to develop and execute marketing campaigns for Fortune 500 companies.

Joe’s professional journey started from CMP’s Para-Accounting Training Program in 1976. After he finished the program, CMP helped him find his first jobs: he worked as a Data Processing Clerk at Bonwit Teller during the daytime, and an Office Assistant at Blue Cross Blue Shield during nighttime. Working at these 2 companies taught Joe how mainstream businesses operated. In 1979, Joe worked at the Lee Enterprise as a Marketing Staff to help the company study and prepare to enter the Chinese market and expand business to China. It was at Lee Enterprise where Joe began to realize the potential of the Asian market for mainstream America. In 1982, Joe became a Sales Managers of Sino Communications. There, he was the first person to bring in advertisement accounts from outside of the Chinese community.

Joe’s marketing and sales experience, and more importantly, his visionary connection and approach between the Asian American community and the mainstream market, helped build a strong foundation for his advertising career. In 1984, along with his partners Lawrence Lee and Wing Lee, Joe co-founded L3 Advertising Inc. With L3, Joe pioneered the Asian American market for companies such as Colgate Palmolive, MetLife, Mohegan Sun, Pacific Bell, Remy Martin, and Western Union, etc. Because of his expertise and accomplishments, Joe was invited to co-edit Advertising and Marketing to the New Majority, a marketing textbook published in 1994 and currently still used by many colleges across the country.

In 1999, Joe became one of the founders and initial board members of the AAAF (Asian American Advertising Federation), which helped organize and create a sense of recognition for this rapidly growing market. He was also honored by The New York City Chamber of Commerce for his excellence and community commitment. In 2013, Joe received the ADCOLOR Legend Award, the industry’s Oscar Award for his career and accomplishments in the advertising field. Joe was the first Asian American to receive such recognition.

Joe has been grateful for the assistance and inspiration received from CMP. Therefore, he has also been committed to giving back to CMP and the community. In 1983, Joe returned to CMP as a member of its Advisory Board. From 1988 to 2006, Joe served on CMP’s Board of Directors to help the organization advance its mission.

Joe has created new opportunities for immigrant workers and businesses while putting Asian Americans on the radar of mainstream marketers. His vision, determination, persistence, and achievements have inspired many Asian American immigrants that CMP serves.