

## experience

## BGB Group

**Associate Creative Director, 2019 - present**

Oversee two teams ideating and executing HCP DSE, branded, and medical communications for a wide range of promo and medcoms clients.

Clients: Omecamtiv (Amgen Heart Failure), Ozanimod (Celgene MS & Gastro), Celgene/BMS ImmunoOncology, Spiriva, Kevzara, Trumenba.

## Saatchi &amp; Saatchi Wellness / Razorfish Health

**Associate Creative Director, 2017 - 2019**

Ideated and coordinated in-house production of always-on social content for one of the largest global immunology brands. Lead unbranded patient platform for the first ever treatment to addresses the cause of Huntington's disease.

Clients: Immunology, Genentech Neurology Rare Disease, Merial, St. George's Common Table.

## Prime Access

**ECD, Director of UX and Content, 2015 - 2016**

Provided data-driven solutions for the wellness industry's toughest problems. Oversaw a creative / studio / editorial staff of 15 — focused on mentoring, innovation, platform/product, and business development.

Clients: Novo Nordisk, Merck, Turing.

## 1000heads

**Executive Creative Director, 2013-2015**

Ideated and executed social engagement and editorial, experiential and digital initiatives. Oversaw all creative, community and web dev output of the agency. Focused on new business development.

Clients: Skype, GoPro, espnW, Balloon Time, Logitech, Cipriani, Protect Your Bubble

**Freelance AD / CD / UX 2008-present**

Clients: Royal, 1000heads, Belray, CDMi, GENERATOR, Y&R Brands, BOS Group, Rapp, Cementworks, Cult360, Korey Kay & Partners, Draft/FCB

## Korey, Kay &amp; Partners

**VP Creative Director, Digital 2010-2013**

Pitched and won new business. Doubled the agency's number of clients in my first year there. Got an ad in Archive.

Brought digital capabilities to a very traditional agency. Created the first anti-terrorism smart phone app. Implemented gamification to train public awareness in preventing terrorism.

Clients: MTA, Dyson, The Port Authority, Bel-Ray Motor Oil, oyster.com, Jacoby & Meyers

## Cline, Davis, Mann

**VP Group Art Supervisor, Interactive 2009-2010**

Brought in to turn a traditional print creative department digital. Taught classes, created processes, mentored and oversaw digital output of about 100 creatives.

## Publicis / Publicis Dialog

**VP Creative Director, 2004-2008 (ACD 2004-2006)**

Led creative development on advertising, POS, digital, experiential, and ambient efforts. Brought in new accounts.

Helped agency expand offering to include pharmaceutical advertising. Supervised from 1 - 4 teams on several lines of business.

Clients: Pepto-Bismol, BlueCross/Blueshield, Maytag, Vault, Jenn-Air, T-Fal, Courvoisier, Amstel, Heineken, BMW

**Dog Toy Inventor 2003-present**

Created, patented and licensed a symmetrical shape for a dog bone that stands up on its own, so the dog doesn't

have to hold it in an upright position while chewing on it. Product has been successfully sold by my licensee for many years, currently selling about 12,000 units a month.

## recognition

Ads of The World, Campaign 2018, Client: St. George's Common Table

Shorty Award, Silver, Tourism 2015. Client: Lindblad-National Geographic

Luerzer's ARCHIVE, Vol. 6, 2010 Pg. 35, Client: Bel-Ray

OneClub New York State of Mind Show, 2011. Client: Bel-Ray

OneClub New York State of Mind Show, 2009. Client: The Port Authority

Cannes, Shortlist, Promo, 2006. Client: Brookstone uZap massage belt

## education

Brown University

**B.A. Psychology, May 2000**

**B.F.A. Visual Arts, May 2000**