

3/2004-present **Unit 7 Omnicom Senior Vice President, Group Creative Director**

Unit 7 offers a unique blend of creative, planning, and behavior specialists that deliver integrated solutions, branding and CRM in digital and traditional media. Pfizer: Lipitor/Celebrex • Shire: Daytrana • Barix • BMS: Plavix, OnGlyza
Cancer Treatment Centers of America • Bayer • ESPN • MasterCard: B2B Services.

3/2002-6//2004 **NYC Creative Associates President / Creative Director/ Consultant**

Outsourcing creative, strategic, and marketing services to agencies and clients such as DDB, McCann, Y&R/ Wunderman. Cline Davis Mann, and The Bank of New York.

3/2001-6/2002 **Dotglu / Kirshenbaum Bond & Partners Executive Creative Director**

Launched a new K& B company dedicated to providing integrated brand, CRM and direct marketing using traditional and digital media. The mission of the company was to create an elite group that could fuse traditional direct response learning with alternate media and to further develop web-based services. Accounts include Citibank, Aadvantage Miles Card, and Revlon.

4/1995- 3/2001 **FCB Direct / FCBi Senior Vice President, Group Creative Director**

Achievements include major new business wins, word-wide creative success and staff building that established FCB as a player in the direct marketing industry. Clients: AT&T • Citibank • United States Postal Service • Gevalia (Kraft Foods) • Merck • Gateway • City Meals-on-Wheels and the Ad Council.

1/1978 – 4/1995 **Ogilvy & Mather Direct / One Senior Partner, Group Creative Director**

Ogilvy & Mather in the 80's and 90's became the preeminent direct marketing agency, with a creative staff that dominated all award shows and fueled the growth of a global network. Working through the ranks, I am proud to be a part of what was considered the Renaissance of the direct marketing industry. Clients include The United States Golf Association • Bantam Books • American Express • Ryder • AT&T • IBM • Kindercare Sylvan Learning Centers • Jaguar

AWARDS & AFFILIATIONS Numerous Addy, Effie, Echo, Caples, Clio awards in all media for results and creativity. Creative Advisory Board, Direct Marketing Association. Judge, speaker, event producer for DMA, Caples, One Club, School of Visual Arts. Pro bono for CityMeals, Ad Council.

