

CONTACT

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SKILLS

B2C & B2B Expertise

Business Strategy

Consumer Insights

Creative Strategy

Creative Process for
Cross-functional Innovation

Brand Design,
Positioning, & Storytelling

Integrated Campaigns
Across all Channels

Traditional & Digital
Advertising

Video & Broadcast

Digital Brand Experience:
Websites, Apps, & Digital
Ecosystem Purchase Funnel

Social Media Presence

Experiential Marketing

OOH, Print, Collateral
& Sales Support

Hiring, Coaching &
Performance Management

Expanding In-House
Capabilities

Client & C-Suite Relationships

Outside Agency Partnerships

Business Development

Presentations & Pitching

Drama Reduction

CREATIVE AWARDS

One Show

Communication Arts

FWA's

National Gold Effie

D&AD

Archive Magazine

Clios

New York Art Directors

Addy's Best of Show

PROFILE

Fueled by a love for great ideas and the people who create them, my goal is to influence, inspire and unleash the people and processes that make big things happen. For over 20 years, I've led the development of integrated B2C and B2B campaigns at big agency networks and independent digital shops. I've had the opportunity to make award-winning creative work that's helped drive success for ambitious startups and some of the biggest brands in the world. Guided by a servant-leadership philosophy, I've had the privilege of helping very talented people find paths to growth and glory. To inspire innovative thinking, I developed an inclusive ideation process that gets cross-functional teams working in harmony to quickly generate a ton of great ideas. Called 3 Rooms, it breaks down silos, elevates morale, and increases productivity. At heart, I'm a collaborative storyteller with a vision for making integrated work designed to impact business and make brands famous.

WORK EXPERIENCE

Morrison Agency, Chief Creative Officer, '13 to 9/21

- I joined when the agency was suffering from failed attempts to integrate traditional and digital marketing disciplines.
- I helped mend relationships by introducing a process that got inter-disciplinary teams working together with a new camaraderie.
- New business wins include Samsung, Hooters, Good2Grow, Cadence Bank, and Sealed Air.
- Our Samsung B2B campaign launched the brand into the home builder space yielding \$1B in sales quotes in the first 18 months.
- The agency founder described the creative work produced under my tenure as the best in the company's 30-year history.

Modea, Executive Creative Director, '11-'13

- When I arrived at Modea, it was a project-based digital agency eager to expand its capabilities to include marketing campaigns, which it had never done before.
- I helped transform the organization from an enterprise website and app company to a fully integrated ad agency.
- In the first few months, I introduced processes to help all departments and disciplines adapt to conceiving and producing brand ideas and campaigns.
- Results: The agency's first-ever advertising AOR agreement with nTelos Wireless. We won assignments from Riunite Wines, Estee Lauder, and the luxury men's fashion brand, Ermenegildo Zegna. We created Modea's first fully integrated campaign for Vitruve, a B2B social media management company. We produced the agency's first national broadcast commercial.
- This deep dive into the digital space reinvented my career.

BBDO Atlanta, SVP Executive Creative Director, '94-'11

- I started as Art Director and rose to SVP, Executive Creative Director.
- I created and guided B2C and B2B campaigns for a wide range of regional, national, and global brands— including multiple Fortune 500 companies.
- I served on the Board of Directors and was a core member of a new business team that won eight of ten new business pitches over twelve months.
- Creative achievements: Created a campaign for Simmons Mattress its CMO deemed, "The best advertising idea ever to come out of Atlanta". A billboard campaign for Delta airlines that Delta Chairman, Ron Allen, called, "The greatest outdoor campaign Delta has ever done". A Peace Corps campaign garnered over \$100M in donated media space. The client credited the quality of the creative work.
- I was awarded the BBDO Founder's Award—an honor given to an individual only once every two or three years for outstanding contributions to the agency.

CATEGORY EXPERIENCE Airlines, Amusement Parks, Apparel, Automotive, Consumer Packaged Goods, Consumer Electronics, Financial Services, Healthcare, Home Builder, Home Goods, Hospitality, Higher Education, Energy Industry, Lottery & Gaming, Travel & Leisure, Restaurant, Retail, Wireless Industry.

EDUCATION California State University, Long Beach, BFA, Visual Communication