

Interesting career so far. Shot a TV spot in a WWII bunker in Poland. Fed wild lines to Joan Rivers. Also created a little ad that broke the internet, changed social media forever, ended up cited in Twitter's IPO filing, and is now part of college curriculum. Not bad.

I've spent the better part of two decades leaving creative departments better than I found them — building some from scratch, overhauling others, and everywhere in between. Different companies. Different problems. Same outcome.

Been on the agency side. The brand side. Looking forward to the next side.

Dataminr | VP, Head of Brand

Led brand and creative at the top AI company for real-time threat intelligence. Overhauled the creative team, upgraded its capabilities, and rebuilt the brand from the inside out.

UEG | SVP, Executive Creative Director

Head of the creative department where I expanded the capabilities of the agency, deepening our experiential thinking while flexing our social, film, and conceptual muscles. Clients included Asics, The North Face, SC Johnson, BMW, Pernod Ricard, Little Caesars, to name a few.

Freelance | Creative Director

Worked with Chobani, Pressed Juicery, and Playboy on brand, campaigns, and social activations. Three interesting brands. One great year.

Modem (PubMo) | ACD

My first job in the digital space — and on day one, the ECD handed me all things digital for Delta Air Lines. They were just coming out of bankruptcy, and we seized on it. Among the first movers in the Facebook apps space, and created podcast programs before podcasts were podcasts. A great experience that jump-started everything.

Toptal | Executive Creative Director

ECD of the in-house creative department. Upleveled and increased the output of creative, grew the team to match our growth, and built a creative culture in a place that didn't have one.

360i | Group Creative Director

Coming to an agency without a creative reputation, the remit was clear: build one. So that's what I did — laying the conceptual and executional foundation from the ground up, and, for the first year, serving as its de facto CCO. Then, four years later, opened the LA office. On OREO, turned a stagnant account into some of the most recognized work in the industry. On HBO, grew a modest redesign project into seasonal launches across nearly a dozen shows. Other accounts included Diageo, Toyota, A&E, Nestlé, Ubisoft, Fox Entertainment, and a whole lot more.

Razorfish | Creative Director

Part of the core team that built the marketing capability at the New York office. One of the lead creatives on the pitch that won AXE — the agency's first major marcomm business. Ran the AXE, Nasonex, and All Laundry accounts while staying active on New Biz, including helping win Sheraton on my last day. Also crossed the aisle to work with the platform team on Mercedes.

Emmy Nomination . Cannes Lions / Grand Prix, Gold, Silver, Bronze . One Show / Gold, Bronze, Short List . Clio / Gold, Bronze Shortys . Effie . Facebook Studio . Webbys . ADA . IAB Mixx . Adweek's Project Issac . Award of Montreux . Digiday . Fab