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Creativity isn't an occupation, it's a pre-occupation. John Hegarty

ECD/CD/AD

Experienced international advertising industry executive. Global nomad, energetic, open minded, erudite and passionate individual.

Good blend of strategic creativity, business acumen and operational skills with over 20 years of international creative development in North-America and around the world. Experienced in both small and large agency environments, having been raised on a healthy diet of international brands. Proven multi-disciplinary and multi-channel leadership in traditional and various digital media. Thoughtful and insightful creative powerhouse, conceptual big thinker, whose strengths lies in powerful solutions backed by a strong instinct for strategy and development.

Proven proactive leader, effective communicator and exceptional motivator. Solid experience developing and evolving brand identity and positioning. Possessing a thorough understanding of client's business objectives and able to generate win-win solutions. Extensive client management and interaction experience. Successful in a multitude of environments. Results-oriented creative director with proven success growing sales in both developing and developed countries. Able to establish goals and work independently in multicultural/multilinguistic environments, under deadline, under pressure, towards their successful implementation.

Building (or rebuilding) and leading communications agency creative departments. Ability to lead and run large teams and multiple accounts, clients, and budgets, all within deadlines, and to prioritize and organize large volumes of projects. Responsible for creating, building and maintaining companies' creative reputations with a hands-on approach, believing in the principle of servant leadership. Imbibed with a profound belief that people make the difference and that those around him should be empowered to assure success and excellence.

Creative leader, able to mentor, counsel and motivate teams and departments while being able to understand client needs and agency objectives. Constantly working to improve communication and processes necessary for optimum creative input. Create the optimum structure to provide effective, efficient development of creative assets. Attention to detail and accuracy. Turn challenges into opportunities and ensure creative work produced can compare with the best worldwide. Create positive and supportive culture. Able to inspire teams and manage careers. Oversee performance management, set expectations, uphold morale and measure and improve productivity. Manage key administrative and financial aspects of a creative department.

Summary of Business Exposure

ECD - Metropolitan Republic (Uganda) 2013

- ECD for the Northern East Africa region (Uganda, Rwanda and South Sudan). Main client are MTN, Eastern Africa Brewery and UHMV. Led organizational restructuring, established new processes and introduced new production suppliers.

CD - Army of Frogs (France) 2010 -2012

- Re-launch of Ifri Water in Algeria and PCS (Mastercard) in France.
- Vodafone pitch (Lowe Ghana), Kraft-Jacobs pitch (Ukraine), Etisalat Afghanistan (Drive Dentsu Dubai), Pan-African pitch for BOA (Mali), Mama Pasta re-launch for Inspiration Nouvelle (Algeria), Cusson's pitch Nigeria (Noise) and Les Brasseries Ivoiriennes pitch (AG-Partners).
- Served as CD for **Pygma / Ogilvy DRC, TBWA Rizk Lebanon and ZA / Montreal Canada** and led organizational restructuring, established new processes, and introduced new production suppliers.

ECD - JWT (Algeria) 2008 - 2009

- Productively built strong relationships with major clients such as Orascom (14M subscribers) and Hyundai. Crafted new creative concepts in line with international standards for positioning of client brands. Increased client sales with effective creative campaigns, events and promotions.
- Led organizational restructuring, established new processes and introduced new production suppliers

CD - Lowe Mena (Morocco) 2007

- Devised an agency branding strategy and set up a new Lowe agency and creative department in Morocco within 6 months. Serviced key clients such as Les Domaines, Coeur de Lait, Unilever
- Realized new business with Coeur de Lait, a dairy product & cheese manufacturer through an innovative platform.
- Led organizational restructuring, established new processes, and introduced new production suppliers.

ECD- FCB (Tanzania) 2005 - 2006

- Augmented sales and market share while shifting consumer opinions of Vodacom Tanzania, a telecommunications service provider by presenting the firm as a national partner to the public. Key player in Vodacom surpassing 1M subscribers and regaining the company's image. This success led to the development of a creative platform for DRC.
- led organizational restructuring, established new processes, and introduced new production suppliers.
- Added major clients including JTI, Gamat and Coca Cola's FIFA World Cup sponsorship to the portfolio of FCB clients (SABMiller, NBC, Vodacom, Shoprite, Bolton)

ECD - JWT (Russia) 2002 – 2004

- Established a portfolio of clients to offset Unilever's 70% agency billing status including Oriflame, MEGA, Wimm Bill Dann, EFES Brewery, Molinos, Loteco, Reckitt Benckiser, Sun Interbrew, Jackpot, Russian Sea and PIT Brewery.

- Developed a ratio of 60% new local clients against 40% of agency business originating from Unilever.
- led organizational restructuring, established new processes, and introduced new production suppliers. Revamped the creative department with additional resources and functionalities such as print, web, design and television production that attracted international talent to the Russian market.
- Achieved Oriflame's best quarter sales in 10 years by developing and launching the company's national and regional repositioning campaigns.
- Led the rollout of Kit Kat in Russia.
- Profitably added 3 breweries: Efes, Sun-Interbrew and Pit to the company's list of clients.
- Earned high recognition from the firm's regional network.

ECD - McCANN (Cameroon) 2000 - 2001

- Launch of FranceTelecom in Cameroon, the country's ever first mobile telecom company.
- Scaled France Telecom's business with new product launches that included Mobilis, Joker and Joker K. Positioned France Telecom as the country's national telecommunications leader.
- led organizational restructuring, established new processes, and introduced new production suppliers. Re-established McCann Douala to profitability through aggressive business development strategies, staff expansion and on time / budget project delivery while meeting international quality standards.
- Instrumental in McCann Douala becoming a leading player in the region providing creative services for Societe Generale de Banque au Cameroun, Coca Cola, Nestle and Les Grandes Brasseries du Cameroun. Played a key role in the addition of Unilever, Oryx / Benin, Sitabac and Camlait to the list of clients.
- Received Bronze Award for "Joker" campaign at the Worldwide Francophone Advertising Awards event, Nov 2000.

ECD - JWT (Ukraine / Czech Republic) 1998 - 1999

- Successfully reclaimed the Unilever account and delivered a highly effective advertising campaign for the media launch of organic shampoo line that was later listed in the Millennium Edition of the "Guinness Book of World Records" as the biggest printed billboard in the world.
- led organizational restructuring, established new processes, and introduced new production suppliers.
- Productively re-launched Golden Telecom by creating a high-energy media buzz.
- Boosted sales and increased business among Ukrainian youth by delivering a winning campaign for "Commanche Mountain" bikes.
- Secured new clients including Heineken, Golden Telecom, Merckle, Reebok, Parmalat, Troyanda, Commanche, the Ukrainian Ministry of Health and American Cleaners.
- Earned "Bronze Award" for the American Cleaners billboard at the Moscow International Advertising Festival.
- Received "Silver Award" for the Parmalat pastries print campaign at the Kiev Advertising Association.

AD - Leo Burnett, FCB, Palti Mikanowski (Canada / France)

- Created and developed Print and TV production for BMW, Air France, Kellogg's, Kraft, P&G, VISA, Culinar, UNICEF, Pizza Hut, Mazda, General Mills, Rothmans Benson & Hedges, DD, 1.2.3, Carrefour and Leroy Merlin.