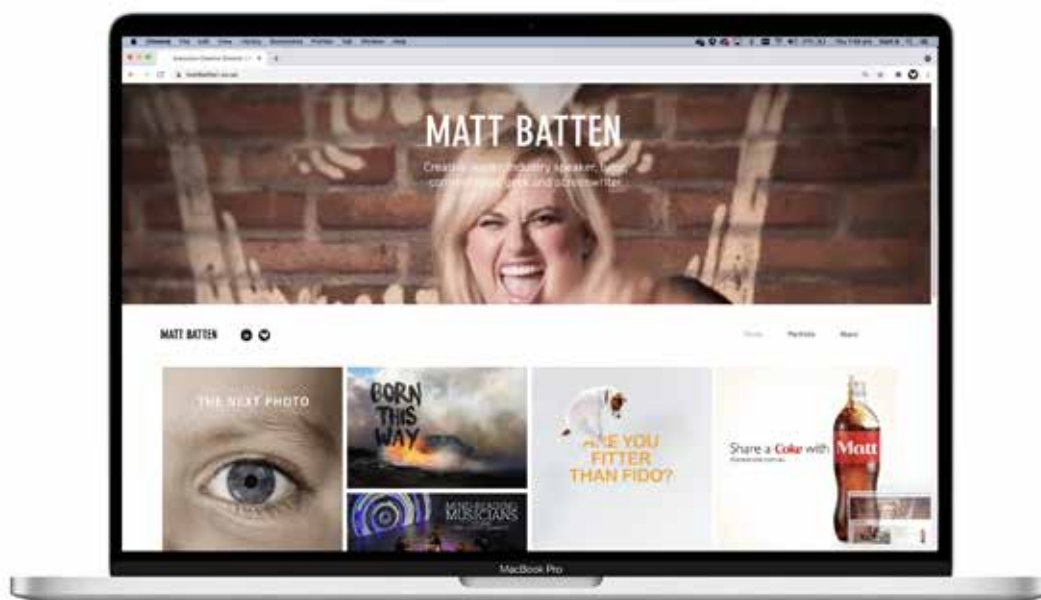


THE SHORT VERSION

- Internationally awarded Executive Creative Director
- Over 120 awards including 10 x Cannes Lions, 6 x D&AD, 9 x Effies, OneShow *Best in Show* and shortlisted for a TV Week Logie award
- Keynote speaker at industry conferences and events in Sydney, London, Santiago, New York and Cannes
- Led Wunderman UK to be ranked 7th in the top 100 ad agencies in London 2013, shortlisted *Agency of the Year* 2014, and win more creative awards in 2014 than in previous four years combined
- Led Wunderman Sydney to be the most financially successful agency in Y&R Group Australia, 8th fastest growing office in the global Wunderman network, ranked No.1 most awarded office in network of 150+ offices worldwide, and APAC *Digital Agency of the Year*
- Listed in Creative Magazine's *Power 20*, 2012
- Foreman of 2015 D&AD jury and 2011 Cannes Lion juror
- Nominated for *Marketer of the Year*, 2011
- *Outstanding Contribution Award* for dedication to marketing, 2011
- *Creative of the Year* in APAC, Digital Media Awards, Beijing, 2010
- Creative highlights include showing 69 million people how to detect childhood cancer with their mobile phone; saving the life of a baby; the original *Share a Coke* campaign which was the most successful campaign in the brand's 120-year history and expanded into more than 40 markets; the world record for the most retweeted brand tweet ever (still current); inventing a new bio-organic ink; and having three campaigns in the top 10 of The Won Report's *World's Best Direct Marketing Campaigns*.



THE LONG VERSION

Executive Creative Director **Dec 2020 – present**
Momentum Worldwide, Australia

In addition to the primary responsibilities of elevating the creative quality from this 100% indie (with a strategic alliance with a global network), I also developed the agency's value proposition, strategy for growth, and all-new credentials. In the first six months we won business with AAP, 3M, Brown Forman, and NSW Department of Education.

Strategic/Creative Consultant **Jan 2020 – Dec 2020**
Here Be Monsters

Impacted by the pandemic, I became a solo contractor developing strategy, creative and content for brands including Indeed.com, Marriott Hotels APAC, Qantas, and Mable.

National Executive Creative Director **Aug 2016 – Dec 2019**
Edge, Australia

Lured out of London to take creative leadership of Aussie independent agency Edge across both Sydney and Melbourne offices, I helped develop the agency's brand proposition and shift the business from being a content marketing specialist into a full-service creative agency,

Under my creative leadership, Edge has won more new business than in any previous year – including major brands Virgin Money, Moccona, Wattyl and Weightwatchers – been ranked in the Top 10 indie agencies for creativity by Campaign Brief and shortlisted for Independent Agency of the Year by AdNews.

Creative Director and Innovation Lead **Aug 2015 – Aug 2016**
Valtech UK

Spanning both the London and Manchester offices of this global tech consultant “where experiences are engineered”, I integrated the creative, UX and design streams with the digital development core using agile practices, and led major creative and strategic projects including a personalised digital user experience for Bupa Global; strategising transformative business diversification for Transport for Manchester; and an open-door hackathon for Lloyds TSB.

Chief Creative Officer, Regional Creative Lead **Dec 2012 – Jun 2015**
Wunderman UK

I was promoted and relocated to the global network's flagship office in London to align the agency's UK operations into a holistic offering of integrated marketing. I sourced fresh creative talent and led the department to double in size, win major new accounts, and produce internationally-awarded campaigns. Under my creative leadership, Wunderman UK shifted from a £1.2m annual loss to sustained profit with continued +95% YOY growth. The agency was independently ranked 7th in the top 100 London agencies, was runner-up for *Agency of the Year* and won more creative awards in 2014 than in the previous four years combined.

I was also the Regional Creative Lead for 21 offices across Europe and Africa, providing leadership and mentoring for fellow Creative Directors in the region, and establishing connections and ways of working to bolster the network's creative offering.

**National Executive Creative Director
Wunderman Australia** **Nov 2008 – Dec 2012**

Under my creative leadership, Wunderman Australia became the fastest growing and most financially successful agency in Y&R Group Australia, was ranked 8th for growth and No.1 for creativity in the network of 150+ offices worldwide.

Wunderman Australia was named 2012 *Agency of the Year* in the APAC region at the Digital Asia Festival in Beijing and brought Coca-Cola to be awarded *Brand of the Year*. The agency was also ranked No.4 Australian agency, shortlisted as *Direct Agency of the Year* four times in a row and awarded *Highly Commended Agency of the Year 2010*.

**Group Creative Director
Saatchi & Saatchi, Sydney** **Apr 2007 – Aug 2008**

The renowned ATL agency hired me (again) to help them be recognised as a more integrated agency by connecting mainstream advertising with response and digital marketing across major clients. My multi-channel creative work gave Saatchi & Saatchi the largest haul of awards for any agency at the ADMA Awards 2008.

**Senior Art Director
BMF, Sydney** **Nov 2001 – Mar 2007**

Hired to expand this rising indie's highly creative ATL advertising into a fully integrated offering, making them arguably Australia's most successful independent full-service agency, internationally renowned, and ranked 11th best agency in the world.

**Art Director
Saatchi & Saatchi, Sydney** **Jul 2000 – Nov 2001****Designer, Junior Art Director
Team Saatchi, Sydney** **Oct 1997 – Jun 2000**

SIDE HUSTLES

**Writer, Director, Founder
Mr Chicken Films** **May 2015 – present**

Pursuing a passion for writing and film, I established my own screenwriting and filmmaking studio. My short films and screenplays have been awarded with *Official Selections* and *First Place* prizes in festivals around the world, and my debut novel is on the way.

**Chief Creative Officer, Co-Founder
MakeMineCount** **July 2015 – Jan 2019**

Partnering with former Wunderman colleague, Matthew Morgan, we joined our creative and strategic experience in a startup tech venture. Our goal was to develop technology solutions that empower genuine human behaviours and needs. Our two primary products were **bownd**, an automated digital archivist for today's relationships (sold in 2017); and **Cuplin**, a dating app using three degrees of social media separation (closed).

VOLUNTEER WORK

Adjunct Fellow and External Advisory Committee (B.Comm) **2019 – present**
Western Sydney University

After being honored with my alma mater's *Business and Professional Leadership Alumni Award* in 2017, I was appointed adjunct fellowship to WSU School of Humanities and Communication Arts, and given a seat on the university's External Advisory Committee for Bachelor of Communications to provide industry advice on maintaining course relevance.

Creative School (Australian Direct Marketing Association) **2007 – 2011**
Tutor, Head Lecturer and Course Manager

Under my tenure, the course attracted record numbers of students, became a profitable business for ADMA, and produced graduates that now have successful careers around the world.

ADMA Agency Council **2007 – 2010**
Chairman

Led a board of advertising professionals charged with identifying issues in the industry and enacting change. Under my tenure as Chairman, the Agency Council created two of the most successful events in the Agency Council's history, fostering relations and positive culture.

Australasian Writers and Art Directors School (AWARD School) **2002 – 2005**
Tutor

As an alumnus, I volunteered to tutor and mentor students on methods for creative thinking.

SPEAKING ENGAGEMENTS

How to Swear in Your F*ing Ads**
Mumbrella360, Sydney 2019

Is Content Marketing Dying?
Mumbrella360, Sydney 2018

Judge, Jury and Direct Executioner
D&AD, London 2015

Innovation in Digital Marketing
9th IAB Digital Marketing Seminar, Chile 2013

You Are Stupid: From Monologue to Dialogue
IX International Seminar of Direct Marketing, Chile 2010
ADMA Forum, Sydney 2010

Why is Australia Always Winning?
Cannes Lions Festival of Creativity, France 2010
Wunderman, New York 2010

AWARDS

Cannes Lions

1 x Effectiveness Gold
1 x Gold
2 x Silver
6 x Bronze
7 x Finalists

OneShow

1 x Best in Show
1 x Gold
1 x Silver
2 x Merits

D&AD

7 x Wood

Effies

4 x Gold
3 x Silver
2 x Best of Year

Won Report

No.3 World's Best Direct Campaigns
No.3 World's Best Direct Campaigns
No.9 World's Best Direct Campaigns

Clio

1 x Silver
1 x Finalist

New York Festivals

1 x Grand Prize

UK DMA

4 x Gold
2 x Silver
1 x Bronze
6 x Finalists

Spikes Asia

2 x Gold
2 x Silver
1 x Bronze

Digital Media Awards

APAC Creative of the Year

MAA Globes

3 x Gold
1 x Bronze

Digital Asia Festival

Agency of the Year (Wunderman)
Brand of the Year (Coca-Cola)
3 x Gold
2 x Finalists

Caples

1 x Gold
6 x Silver
7 x Bronze
12 x Finalists

ADMA Awards

Oustanding Achievement
Marketer of the Year Finalist
1 x Grand Prix Finalist
2 x Gold
12 x Silver
20 x Bronze
7 x Finalists

Mumbrella Awards

Content Campaign of the Year

AdNews Awards

Direct Agency of the Year (BMF)
Highly Commended Agency (Wunderman)
Campaign of the Year (Blood Service)

B&T Awards

2 x Direct Agency of the Year Finalist (Wunderman)
Agency of the Year (BMF)
Direct Agency of the Year (BMF)

Screenwriting and Film Festivals

Official Selection, FICMA (Spain)
First Place, Page International (UK)
First Place, NYC Midnight (US)
First Place, NYC Midnight (US)
Eighth Place, NYC Midnight (US)
Semi-finalist, FICIE (Spain)
Official Selection, New Animation (US)
Winner, Awardeo (US)
Winner, TMFF Screenwriting (US)
Nominee, Awardeo Trailer (US)
Official Selection, TMFF (US)
Official Selection, TMFF (US)
Official Selection, Summer Slam (US)
Official Selection, Summer Slam (US)
Official Selection, Locomoción (Mexico)

Plus **Echo, CMA, IAB, Global Awards, Astra Awards, AMCP Photography Awards, AME, APMA Star Awards, Shorty, Australian Media Awards, Trampoline Photography Awards** and more