

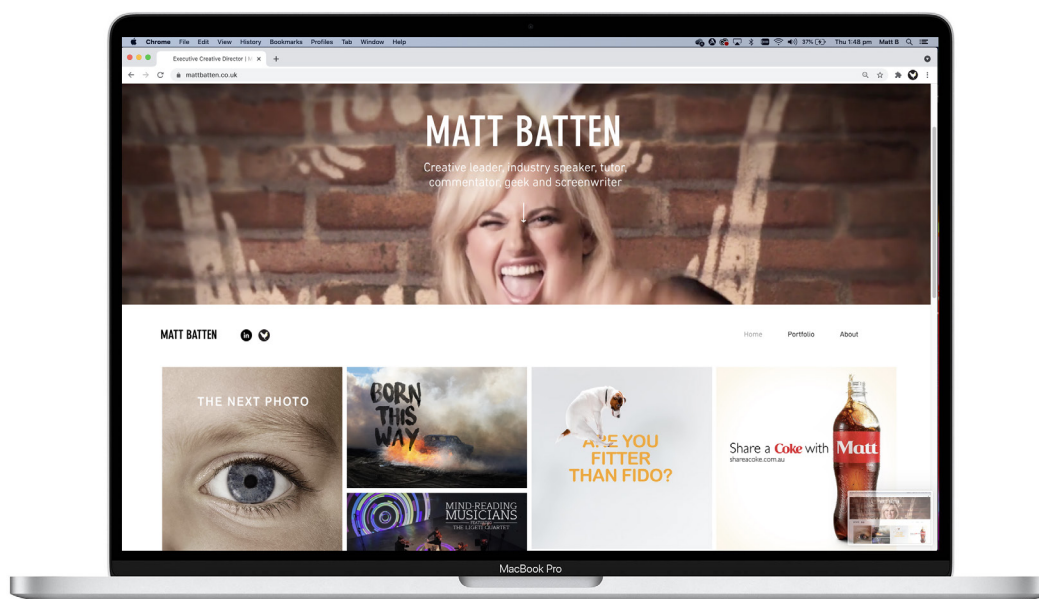
THE SHORT VERSION

I am passionate about connecting consumers to brands and organisations through insightful and distinctive marketing. With a career path in marketing and advertising that has taken me around the world, I've learned the holy trinity of skills in strategic marketing, creative solutions, and business development.

As an experienced creative and strategic leader, I have sourced, managed and inspired teams; conceived brand, channel and marketing strategies; developed groundbreaking, award-winning and highly effective creative work; and helped drive better margins and revenue.

My work has been recognised with over 150 awards including 10 x Cannes Lions, 6 x D&AD, 9 x Effies, OneShow *Best in Show* and shortlisted for a TV Week Logie (Australia's Emmy Awards). And I have helped lead ad agencies to be ranked in the top 10 in their markets.

I am also an award-winning screenwriter, filmmaker, published author, and advisor to a major Australian university.



THE LONG VERSION

**Executive Creative Director
Five by Five, Sydney****Aug 2023 – present**

Joined this indie global network with offices in Sydney, LA and London to champion creativity, strategy, and operational excellence.

**Executive Creative Director
Momentum Worldwide, Sydney****Dec 2020 – Aug 2023**

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
Here Be Monsters****Jan 2020 – Dec 2020**

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

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

Returned to Australia to join independent agency Edge across both Sydney and Melbourne offices where I helped shift the business from a pure content marketing into a full-service creative agency ranked in the Top 10 indie agencies and shortlisted for Independent Agency of the Year.

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

Spanning both the London and Manchester offices of this global tech consultant "where experiences are engineered", I integrated the creative, UX and design streams, and led major creative and strategic projects for Bupa Global; Transport for Manchester; and Lloyds TSB.

**Executive Creative Director, Regional Creative Lead
Wunderman UK****Dec 2012 – Jun 2015**

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 an 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.

**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

OTHER EXPERIENCE

Author

I am an award-winning author of fantasy, scifi, and dark fiction, with a published novel in bookshops.

Screenwriter and Filmmaker

I established my own award-winning screenwriting and indie filmmaking studio.

Adjunct Fellow and Executive Advisory Committee, Western Sydney University

Appointed adjunct fellowship to WSU School of Humanities and Communication Arts, and seated on the university's External Advisory Committee for Bachelor of Communications.

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