

Simon Foster

Creative Director/Writer

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Employment

Consulting Creative Director/Writer/Brand Consultant Various Agencies and In-House

March 2023 – Present

Freelance Creative Director and Writer, developing and selling brand campaigns for a broad range of agencies and clients: Ogilvy New York (Verizon), dentsu New York (T-Mobile), The Ricciardi Group New York, Weber Shandwick/DNA, The Toubes Agency, Goddard College and Kindbody. Categories include telecommunications (Consumer and B2B), finance, higher education, sustainable energy technology, family building and healthcare.

Executive Creative Director, EVP McCann Worldgroup New York

March 2021 – March 2023

Creative lead on the Cigna account. Ensured creative excellence across omnichannel marketing for three channels of business: Cigna Medicare (Government), Cigna Commercial (B2B), and Evernorth Health Services. Successfully launched new brand platforms for all three streams. Established, managed and mentored numerous multi-disciplinary creative teams. Identified and hired first-class creative talent. Presented and sold creative work to senior clients, including CMOs and CEOs, and guided their brand vision through creative problem-solving. Liaised with partner agencies as required. Provided overall leadership on the Cigna accounts.

Key results: Evernorth's brand launch announced a new, \$120 billion health services company to the world. Cigna's new B2B platform, "Your New Growth Plan", wins a Silver Effy.

Freelance Creative Director/Writer
Various Agencies and In-house
August 2020 – March 2021

Freelance writer and creative director for advertising agencies and in-house agencies in the U.S. and U.K.: Publicis, Digitas, MRM/McCann NY, Accenture, EHE Health, Ricciardi Group, Charlie Company LA, Semi-famous London. Categories include healthcare, technology, pharmaceutical, B2B and crypto.

Executive Creative Director, SVP
McCann Worldgroup New York
August 2018 – August 2020

Creative lead on the Verizon B2B and Honeywell accounts. Ensured creative excellence across omnichannel marketing. Established, managed and mentored numerous multi-disciplinary creative teams. Identified and hired first-class creative talent. Presented and sold creative work to senior clients, including CMOs and CEOs, and guided their brand vision through creative problem-solving. Liaised with partner agencies as required. Provided overall leadership on the Verizon and Honeywell accounts.

Key results: Honeywell's brand relaunch "The Future Is What We Make It" returned them to the DOW after a ten-year absence; Verizon's B2B credentials successfully launched in the U.S. and around the world.

Senior Creative Director, SVP
BBDO New York
June 2014 – August 2018

Creative lead on the AT&T Business Solutions and Corporate accounts. Managed creative talent, ensuring team members' development to attain career aspirations and goals. Staffed teams in accordance with workflow demands and client needs. Maintained excellent creative standards across multichannel marketing efforts. Liaised and presented work to senior clients and stakeholders in both New York and Dallas. Partnered with agencies of other disciplines as required (e.g., PR, Events). Provided overall leadership on the AT&T account.

Key results: Successfully evolved the AT&T Business Solutions brand through the conception and production of the long-running "Power of &" campaign, including annual production of high-profile broadcast work for the Masters golf tournament that targeted C-Suite executives.

Global Creative Director, Board Member
AMV/BBDO London
June 2011 - June 2014

Led the BlackBerry account globally at one of the world's top agencies. Built the creative team from the ground up, finding, securing and retaining the right talent. Ensured creative excellence across multiple marketing channels. Presented and sold work to senior stakeholders in the U.K., U.S. and Canada. Provided overall leadership on the BlackBerry global account.

Key results: Successfully launched the global BlackBerry brand positioning "Keep Moving" and drove work for the launch of the company's long-awaited answer to the iPhone.

Creative Director/Writer, Senior Partner
Ogilvy and Mather New York
July 2004 – May 2011

Creative Director/Writer on numerous accounts. Led multi-channel creative teams in varied categories, from Technology and Consumer Electronics to Food and Beverage. Ensured creative excellence across omnichannel marketing spanning both Ogilvy and OgilvyOne. Presented and sold work to senior clients, including CMOs, and played a key role in writing and producing work with high-profile celebrity talent.

Key accounts: American Express, Perrier, Motorola, IBM, Lenovo, Kodak, Tribeca Film Festival, Foster's, Six Flags

Key results: Award-winning work generated across multiple accounts, categories and media e.g., Emmy nomination for American Express broadcast work, One Show Gold for Foster's digital relaunch.

Senior Writer,
Oasis, New York
January 2000 – July 2004

Senior Writer on numerous accounts across different categories, including Automotive and Tourism. Created award-winning advertising across all media. Presented creative work to senior clients and mentored junior creatives as required.

Key accounts: Toyota Prius, Toyota Corporate, Sharp, Prince, Alitalia, Government of India Tourism, New York Palace Hotel

Key results: Award-winning work across multiple accounts.

Recognition

Emmy	Outstanding Commercial Nomination (American Express)
One Show	Gold (Foster's) Two Finalists (IBM, Lenovo) Two Merits (IBM)
Cannes	Two Finalists (IBM, Lenovo)
Clios	Two Finalists (IBM, Lenovo)
London International	One Gold (Kodak)
Communication Arts	One Award (IBM)
New York Festivals	One Gold, Two Silver (IBM)
New York Addys	One Gold (American Express) One Gold (Foster's) One Gold (IBM) One Gold (IBM)
District Two Addys	One Gold (American Express) One Silver (IBM) One Gold (IBM)
National Addys	One Gold (American Express) One Gold (IBM)
Webbys	Two Finalists (IBM, Lenovo)
DMA Echo	Bronze (IBM)
New York Dead Radio	One Finalist (Toyota)
2WS Sydney Radio Award	One Finalist - Toyota
Remley Award for Radio	One Finalist - Flora Margarine
Golden Stylus (Radio)	Three Awards - Four Finalists (Australian Financial Review)

Folio (Magazine)	Encouragement Award (Volkswagen), Two Finalists (Volkswagen - Automotive, Taronga Zoo - Entertainment)
Caxtons (Newspaper)	One Award (Volkswagen - Topical), Two Finalists (Volkswagen – Topical and Automotive)
AWARD Print	Two Finalists (Volkswagen – Magazine and Newspaper)
AWARD Radio	One Radio Finalist (Australian Financial Review)
Australian Television Awards	One Award (Australian Financial Review)

Award Juries

Global Effys

Global ACE Awards

Golden Stylus Radio

AWARD Radio

ATV Retail Television

AWARD School Judge/Tutor

Professional Qualifications

Bachelor of Arts in Professional Writing, University of Canberra, Australia