

## **Simon Foster**

### **Creative Director/Writer**

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### **Employment**

**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.

### **Writer**

**Foster Nunn Loveder, Sydney**

*July 1996 – January 2000*

Writer on numerous blue-chip Australian and international advertising accounts. Created award-winning advertising for print and radio and presented and sold cutting edge creative work to varied clients, from a famous Sydney zoo to Australia's premier financial newspaper.

Key accounts: Volkswagen, Sony, Audi, Australian Financial Review, Sydney Morning Herald, Taronga Zoo

Key results: Awarded the Folio Encouragement Award for Best New Talent.

### **Freelance Writer**

**Saatchi and Saatchi, Sydney**

*February 1996 - July 1996*

Freelance Writer on numerous accounts, Australian and international. Crafted award-winning advertising. Presented creative work to clients.

Key accounts: Toyota, Samsung, Vodaphone, David Jones (department store)

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