

## SUMMARY

An energetic, entrepreneurial creative business leader with deep experience in branding, corporate identity, packaging, customer activation, environments, and digital.

## EXPERIENCE

### Chief Creative Officer, Wasabi Rabbit 2013 - 2016

Key accomplishments:

- Successfully integrated Barnum Design's creative team into a quantitative marketing organization.
- Integrated web development capabilities into agency operations.
- Expanded existing brand strategy practice with comprehensive brand identity design services.
- Lead creative on all new business pitches.

Clients Included: USAA, Hughes, Sysomos, Market Wired, Stellex Capital, Olmsted Foundation, MAS, Algonquin Hotel, Concordia College, Defense Mobile, Revelwood, Blue Metal, and GlamourpussNYC.

### Founder/CEO, Barnum Design 1996 - 2013

Key accomplishments:

- Successfully evolved the business from a contract design studio to a Brand & Web Consultancy.
- Built a highly effective, self-managing creative team while reducing administrative costs.
- Established a systematic brand workshop process to accelerate development of compelling communications platforms that drive business results.
- Accelerated and advised over a dozen early stage businesses.
- Established Sweat Ventures as partnership vehicle for early stage business clients.
- Developed numerous, highly successful licensed brand retail packaging and POS programs.
- Design and managed multiple manufacturer showrooms at World Furniture Market, Las Vegas.
- Designed dozens of exhibits for U.S. and International trade shows.
- Maintained and grew a highly diverse client base that ranged from luxury products to emerging technologies to athletic brands.

Clients Included: TED Conferences, Allied Minds, Emergent Technologies, Sealed Homes, Sherle Wagner, Road Master, PUR, Reed Exhibits, Latex International, Museum of Discovery & Science (Fort Lauderdale) Therapedic, Sealy, PranaSleep, Resolute Racing Shells, EnSA, RTape, General Composite Industries, Anvil International, Bed, Bath & Beyond, Soft-Tex, Louisville Bedding, Ellman Family Vineyards, Roz Goldfarb Associates, and AIGA.

### **Associate Creative Director, One World Marketing 1992 - 1996**

Key accomplishments:

- Developed, numerous high response rate direct Marketing Programs for the Travel Industry.
- Lead creative on all agency accounts.

Clients Included: Delta, American Express, Alamo, Certified Vacations, Lazarra Yachts, The Super Yacht Society, Fort Lauderdale Boat Show, Sweat Heart Cups, and NorWest Mortgage.

### **EXPERIENCE cont.**

#### **Senior Art Director, AdTech Communications 1990 - 1992**

Key accomplishments:

- Led the expansion of the agencies digital capabilities.
- Established digital pre-press production processes.

Clients included: Ivax, Stiefel Pharmaceuticals, Vison-ease, Intra optics, and Weck Surgical.

#### **Senior Art Director, Barnum Communications 1981-1990**

Key accomplishments:

- Beginning as a production artist, rapidly assumed lead design role for several key accounts.
- Conceived, advocated for, built and led in-house digital design studio (before the internet!).
- Numerous awards for creativity and high engagement scores in print Pharmaceutical and Bio-medical Advertising.
- Integral player in managing the agency after the death of the founder by maintaining key accounts, and recruiting new management and creative talent ultimately leading to the successful sale of the business.

Clients Included: DuPont Pharmaceuticals, BioTech, Diagnostic and Medical Imaging Divisions, Boehringer Ingelheim Pharmaceuticals, Boehringer Mannheim, Glaxo, and SmithKlein Beecham.

### **EDUCATION**

1985 Florida Southern College, BA Fine Art (concentration in drawing & painting)

Rensselaer Polytechnic Institute, course work in Marketing Management

Parson's School of Design, course work in Medical Illustration

### **AVOCATIONS**

Martial Arts (4th Dan Seido Karate. Also studied Judo, Krav Maga, Kick Boxing & Aikido)

Painting & Drawing, Cycling (road and indoor) Hiking, Sailing, Scuba, Gardening, Cooking