

Dave Sonderman, Chief Creative Officer, EVP

GSW, an inVentiv Company

Dave inspires, leads and cajoles agency and client teams with the belief that big healthcare doesn't get a pass on big creativity. Throughout a 24-year career, his passion for human insights and insistence on "creative without caveats" has led to award-winning, business-building creativity for clients in healthcare, technology, fashion, financial services, and social causes.

At GSW, Dave has led global, national and local brand success across the human condition for brands such as Listerine, Cymbalta, Protopic "Itchcraft", Stryker "GetAroundKnee" Humalog, and Ethicon Endo-Surgery. His work has been recognized by Cannes Lions, Clio, Emmy, National ADDY, Global Awards, One Show Rx, National DTC, *MedAdNews* and *MM&M*.

Dave has served as a judge for Clio Health, MM&M and on the Executive Jury for the Global Awards. He has presented at American Advertising Federation, the Columbus College of Art and Design, and, most recently, on the value of empathy in creativity at Lions Health in Cannes.

Previously, Dave developed and led award-winning creative for clients such as Apple Computer, Victoria's Secret, Adobe, Autodesk, BMW Financial Services, Hewlett-Packard, Condé Nast, and Merrill Lynch. In 1999, he was on the team that broke the internet by bringing the Victoria's Secret Fashion Show to its first-ever live webcast, dubbed Marketing Event of the Year by *ADWEEK*. It has since been fixed.

Relevant Awards

(Full list available upon request)

Emmy Nomination, 2016 Komen "The Race Never Ends"

Lions Health, Silver (2014, Stryker "GetAroundKnee"); Shortlist (2015, TearLab "Mr. Hyperosmolarity")

National ADDY, Gold (2011, Kalbitor "When the Body Attacks"); Silver (2012, Lilly "The Moment")

Clio Healthcare, Bronze (Stryker 2012), Silver + Bronze awards (Kalbitor 2010), Silver (2009 Protopic), Bronze (Stryker 2014), MHA "Crazy Talk" (Shortlist 2014), "The Speak People Experiments" (2015 Shortlist)

The Global Awards, multiple

Regional ADDY, Best in Show 2013, Judge's Choice 2016

MM&M Gold, multiple

MedAd News MANNY Awards, multiple

World Top 10, 2014 GSW named 7th most-awarded healthcare agency in the world by UK-based Advertising Health <http://advertisinghealth.co.uk/top10/>

BYLINED ARTICLES

“We Can’t Taste Test Healthcare”

MedAd News 08.16

“...Human understanding doesn’t require fair balance, so why is it so elusive in branded health creativity?” <http://www.pharmalive.com/we-cant-taste-test-healthcare/>

“How Can Marketers Best Unleash The Potential of Virtual Reality?”

MM&M 08.16

“The ultimate difference between an expensive parlor trick and powerful empathetic experience is the quality of the content and stories we tell with it.” <http://www.mmm-online.com/technology/how-can-marketers-best-unleash-the-potential-of-virtual-reality/article/515743/>

“Is That The Drugs Talking?”

MedAd News 09.15

“The intangibles of good brand communication – storytelling, simplicity, authenticity – run counter to healthcare’s traditional prove-it, chart-it, tell-it approach to selling.” <http://www.pharmalive.com/is-that-the-drugs-talking/>

“Is The Top Creativity In Health Competing At Lions Health?”

LinkedIn 06.15

“What if there was Gold-worthy “life-changing creativity” in 2014 that never made to the Lions Health judges?” <https://www.linkedin.com/pulse/top-creativity-health-competing-lions-david-sonderman?trk=prof-post>

SPEAKING ENGAGEMENTS

Lions Health, Cannes 2016: “The Science and Art of Empathy”

For as long as Mr. Spock has been performing mind melds, creative professionals have been looking for ways to step inside another’s feelings and experiences – to empathically understand an audience in order to unlock the most powerful, relatable creative ideas.

MEDIA INTERVIEWS

“Can Healthcare Advertising Break onto the Cannes Ad Festival Main Stage?”

Fierce Pharma 07.16

“The higher the caliber of competition and the higher the creative standard, the harder it is to win and the more meaningful when you do.” <http://www.fiercepharma.com/marketing/can-healthcare-advertising-break-onto-cannes-ad-festival-main-stage>

"Top 100 Agencies 2016"

*MM&M*07.16

"As programs that exist primarily or partially in the digital realm continue to multiply, Sonderman says there's been a simultaneous shift in approach: "It's no longer about, 'Can we do it?' Instead, it's about how good the digital story can be." <http://www.mmm-online.com/agencies/gsw-worldwide/article/506182/>

"New Health Lions Prizes Give Pharma More Chances to Walk the Cannes Red Carpet"

Fierce Pharma 06.16

"The closer the Health Lions can be to the Lions, the better off we all are," said Dave Sonderman, chief creative officer at InVentiv Health's GSW. <http://www.fiercepharma.com/marketing/cannes-health-lions-3rd-annual-event-promise-prizes-personalities>

"Top 100 Agencies"

*MM&M*07.15

"Ophthalmologists react to creativity the same way we react to creativity. They like storytelling," EVP and creative director Dave Sonderman explains ..."
<http://www.mmm-online.com/features/top-100-agencies-2015-gsw/article/423747/>

"Lessons From Consumer Packaged Goods Campaigns"

PM360 06.13

"Kmart took an absolutely functional fact about their product, ingeniously recognized the echo of a verbal idiom, and said it completely square: 'I can ship my pants' is a technically accurate claim, is not at all comparative, and suggest not outcome, other than a smile at its audaciousness."
<http://www.pm360online.com/lessons-from-consumer-packaged-goods-campaigns/>

"How Can DTC Break New Ground?"

*MM&M*04.13

"...Health devices become health gear, and like any gear (shoes, skis, watch, bag) our choices say something about us."
<http://www.mmm-online.com/features/how-can-dtc-break-new-ground/article/285504/>

"Human Interest"

Pharmaceutical Executive 10.07

"The best communication and the best advertising come from understanding the beliefs that are driving behaviors out in the marketplace."
<http://www.pharmexec.com/rx-club-awards-human-interest?id=&sk=&date=&pageID=2>

MEDIA REVIEWS

“Book of the Night: Best Agency Self Promotion”

*MM&M*10.16

“GSW’s ongoing Speak People platform brilliantly illustrates how consumers are bewildered by language typically used to promote prescription drugs. The latest video captures diners’ responses when waiters use phrases like “when taken orally, tomato soup has been shown to satisfy hunger.”” <http://www.mmm-online.com/mmm-awards/best-agency-self-promotion-of-2016/article/526913/>

Lions Health, Cannes 2016: “The Science and Art of Empathy”

Conference Bites 06.16

“It may not seem like it here in the south of France, but creativity is hard work.”
“Empathy is the key to unlocking great creativity.”

“The Speak People Experiment”

*MM&M*10.15

“Customer responses range from bewilderment to disinterest to outright anger. One customer, who had been polite, finally blurts out, “What the hell are you talking about?” after she’s told to “Talk to her florist.” It’s truly brilliant and hilarious.” <http://www.mmm-online.com/mmm-awards/best-agency-self-promotion-2015/article/440114/>

“Top 100 Agencies”

*MM&M*07.15

“... don’t discount the firm’s ability to convey messages with a lightness and wit lacking in much pharma and healthcare marketing ...” <http://www.mmm-online.com/features/top-100-agencies-2015-gsw/article/423747/>

Protopic “Itchcraft” Campaign

PM360 06.12

“... Just by coining the phrase ‘itchcraft’ makes this a classic, and then pulling it through with a dramatic feel made this a one of a kind. This campaign set the bar very high in the world of dermatology.” – Scott Watson, EVP, Chief Creative Officer at Ogilvy CommonHealth <http://www.pm360online.com/admired-ads-classic-healthcare-creative/>

Dyax Kalbitor “When the Body Attacks”

*MM&M*10.10

“The ads visually represent the attacks through photo real images showing hands that are visible underneath the skin in the act of seizing various parts of the body. ‘The drama in this ad is powerful ... I completely understand what the patient is feeling.’”
http://media.mmm-online.com/documents/16/cat14_rev_3960.pdf