

David Sonderman

Chief Creative Cajoler | Agency Leader | Writer | Ideator

I lead organizations with the beliefs that the best insights are human, that a good story can solve a lot of problems, and that everything is media.

EXPERIENCE

The Shipyard Collective — *Managing Partner*

FEB 2025 - Current

- Spearhead the integration of strategy, digital experience, design, and creative talent post multiple M&A events, enhancing creativity and collaboration across different agency cultures.
- Achieved recognition with the agency's first Effie Awards, showcasing excellence in advertising effectiveness
- Formalized strategic planning discipling to increase creative problem solving through consumer and cultural insights
- Secured multiple AOR clients, including Ohio State Wexner Medical, Electrify America, Visit Greater Zion, Ohio Lottery, Sbarro and Airstream Digital, driving agency growth

The Shipyard — *Chief Creative Officer & Managing Partner*

SEPT 2024 - FEB 2025

Chief Creative Officer : 2018-SEPT 2024

- Led and managed Creative, Production, Strategy, and Digital Experience departments, fostering collaboration and innovation post multiple M&A events
- Helped transform from a \$15M data media shop to an \$80M+ owned, earned, and paid creative agency with 400+ employees
- Orchestrated the agency's "Engineering Brand Love" brand proposition, galvanizing internal teams with codified agency beliefs, behaviors, and mission
- Successfully navigated multiple M&A events, creating a unified strategic creative offering across six different offices
- Drive new client growth
- Lead stigma-busting efforts in suicide prevention and mental health
- *Clients: Visit California, In-N-Out Burger, BrewDog, NYB Texas Toast, Protective Insurance, Snowbird, San Francisco Ballet, The Ohio State University, NCR, American Freight, Bollé, CLA, SFI Labs, Sweet Loren's, Allstate.*

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THOUGHT LEADERSHIP

Cannes Lions, AdForum, ANA, AMA, AAF, and Brand Innovators

AWARDS

Cannes Lions
Effie Awards
EMMY
One Show
Webby
Clio
National ADDY
NY Festivals
MM&M

SKILLS

All the creative things. All the leadership things. All the organizational and people things.

PROJECTS

SOAR - Mental Health Partnership

As part of an ongoing pro-bono commitment with Ohio State's Department of Psychology, branded, promoted and ghost wrote clinical presentation to help establish SOAR, the world's first multi-generational effort to understand the root causes and risk factors of mental diseases.

GSW / A Syneos Company — Chief Creative Officer

2016 - 2017

Executive Creative Director / EVP : 2010-2016

Group Creative Director / SVP : 2006-2010

Associate Creative Director & Creative Director / VP : 2001-2006

- Inspired, led and cajoled 280 employees to client success and creative glory with the belief that big healthcare don't get a pass on big creativity.
- Helmed creative and technology when named Agency of the Year twice, World Top Ten most-awarded health agency, and a Best Place to Work
- Silver Lion at Cannes, highest award for any North American agency at inaugural Lions Health, and agency's first EMMY nod
- Crafted and led "Speak People" rebranding efforts and award-winning Speak People Experiments
- Presented creative thought leadership at 2016 Lions Festival in Cannes
- Led international creative teams to develop global product launches

Clients: Eli Lilly (Diabetes & Oncology), Pfizer, Boeringer Ingleheim, Abbott, Abbvie, Allergan, PGA, Stryker, Ohio Health, Roche, Genentech, Takeda, Biogen, Johnson & Johnson, Ethicon Endo-Surgery

Resource — Associate Creative Director

1999-2001

Copywriter & Senior Copywriter : 1993-1999

Apple Computer, Hewlett-Packard, Bay Networks, Cognos/IBM, Adobe Systems, Autodesk, BMW Finance, Merrill Lynch, CondéNast/CondéNet, Victoria's Secret, Drug Emporium, Team Rahal

The Ohio State University — Writer & Editor

1991-1993

Wrote press releases; managed media relations; wrote news articles and magazine features; edited and desktop published bi-weekly publication for Ohio State faculty and staff.

EDUCATION

The Ohio State University, Columbus — B.A. Journalism / Public Relations

1987-1990

Ohio University, Athens

1985 - 1987