

# DAVID SONDERMAN

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## Chief Creative Cajoler

Creative leader with agency experience leading multi-disciplinary creative talent (writers, designers, art directors, developers, strategists, UX) and directing business development, marketing, and operations to achieve goals for company performance and growth. Enhance agency reputation, client relationships and employee engagement through collaboration, thought leadership, and innovative, business-building creativity. Specific experience in leading through merger/acquisitions and in driving creative success within highly regulated industries, including healthcare and finance. Skills: Creativity; Strategy; Collaboration; Writing; Branding; Presentation; Communications; Leadership

## EXPERIENCE

### The Shipyard

#### Chief Creative Officer / 2018-Present

Living in sin with data geeks, storytellers and artists to reimagine creativity for consumer, B2B and wellness brands by bringing modern, data-savvy mindsets to traditional creative best practices. Chapter-based creativity, programmatic media, social and video experimentation, personalized e-commerce experiences, award-winning campaigns and insight-rich brand creation provide a steady diet of innovation and invigoration.

- Led creation of new agency brand and story, "Engineering Brand Love"
- Led creation of agency's first Super Bowl spot for Visit California brand
- Managed creative side of agency acquisition; migrated and merged creative teams, talent and expectations across multiple offices in multiple states after acquiring creative shop Mering
- Won new clients: NCR, Bollé, BrewDog, Protective, Thrivent, CAS, Sweet Loren's, Serengeti, SDG&E, CLA, SFI/Klaire Labs
- Helped establish and brand the Wonderbus Music & Arts Festival that supports behavioral health
- Presented thought leadership at AAF, AMA, ANA and AdForum

### GSW, an inVentiv Company

#### Chief Creative Officer / 2016-2017

Inspired, led and cajoled 280 employees to client success and creative glory with the belief that big healthcare doesn't get a pass on big creativity. Collaborated across four North American GSW offices and directly managed Creative, Technology and UX departments in Columbus headquarters, with creative responsibility for \$65 million in client brand budgets.

- Invited to present thought leadership at Lions Festival in Cannes
- Led Emmy-nominated creativity for Susan G. Komen
- Presented with European network to bring US insights to global opportunities
- Collaborated with inVentiv PR teams to bring creative storytelling to PR clients
- Brought creative and innovation firepower to client strategic-planning workshops
- Won new clients: Omeros Omidria, Foamix Pharmaceuticals, Cooper Surgical, Jazz Pharmaceuticals, St. Elizabeth Healthcare

#### Executive Creative Director / EVP / 2010-2016

Led agency creative efforts with responsibility for all client brands. Re-framed agency value story internally and externally. Led creative, technology and formalized UX offering. Helped diversify client base with direct-to-consumer, CPG and device brand assignments. Led philanthropic client engagements.

- Crafted and launched "Speak People" agency rebranding, including the award-winning "Speak People Experiments" campaign
- Led the creative and technology sides of GSW when it was named Agency of the Year twice, World Top Ten most-awarded health agency, and a Top Place to Work
- Led creation of the breakthrough Stryker "GetAroundKnee" campaign
- Awarded Silver Lion at Cannes, highest award for any North American agency at inaugural Lions Health
- Led international creative and client teams to global product launches for Allergan Botox, Eli Lilly, Amgen, Hollister, and UCB
- Won new clients: GE Healthcare; Stryker; Johnson & Johnson Listerine; Battelle; Amgen Romosuzumab, Parsabiv and Senispar; Elanco Animal Health; Lilly Basaglar; Salix Relistor; Abbott Vascular; and Takeda Edarbi among them

## EDUCATION

The Ohio State University  
B.A., Journalism, Public Relations

## HONORS/AWARDS

Lions Health  
Emmy  
National ADDY  
Clio Health  
Webby Awards  
NY Festivals Global Awards  
MM&M Awards  
Manny Awards  
AAF Board Member




## SPEAKING ENGAGEMENTS

Lions Health, Cannes  
American Advertising Fed.  
American Marketing Assoc.  
AdForum  
Assoc. of National Advertisers

## CREATIVE JURIES

Clio Awards  
MM&M Awards  
ADDY Awards  
NY Festivals Globals

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## EXPERIENCE (cont.)

GSW, an inVentiv Company

### **Group Creative Director / SVP / 2006-2010**

Led new business pitches to help diversify agency roster and led creative efforts across multi-brand client engagements. Brought powerful human insight into culturecreating campaigns for diabetes, surgical tools, health education, and under-served diseases.

- Led creation of Clio- and National ADDY-winning launch of Dyax Kalbitor
- Won new clients: Ethicon Endo-Surgery, Dyax Kalbitor, Baxter Biosurgery, Gilead Sciences Cayston; St. Jude Medical AF
- Set creative standards across multi-brand engagements: Lilly Diabetes Portfolio, Johnson & Johnson EES Portfolio, Astellas Portfolio, Roche HIV Portfolio

### **Creative Director / VP / 2004-2006**

Hands on with brands big and small, created and led successful campaigns for pharmaceutical, medical device and hospital system clients.

- Led creation of breakthrough Protopic "Itchcraft" repositioning campaign
- Won new clients: Astellas Vibativ, Ferndale Labs, Ohio Health, America's Urgent Care
- Client Roster: Genentech Raptiva, Astellas Protopic, Medicis Restylane, PGA Memorial Tournament

### **Associate Creative Director / 2001-2004**

Recruited to bring consumer creative discipline to healthcare clients, my first assignment was the global launch of Eli Lilly's Cymbalta, followed by that of Genentech Raptiva.

- Established the fashion-forward brand launch of dermal filler, Restylane
- Led creation of Mediglyphs visual-based health literacy program for Nationwide Children's Hospital
- Established 13-year agency creative relationship with PGA Memorial Tournament
- Client Roster: Eli Lilly, Genentech Raptiva, Medicis, Loprox Shampoo, PGA Memorial Tournament and Nationwide Children's Hospital Columbus

Resource Marketing, an IBM Company

### **Associate Creative Director / 1999-2001**

Client-facing creative leader; collaborated with strategy teams; player-coached award-winning creativity in traditional and digital media.

- Client Roster: Hewlett-Packard, Adobe Systems, Autodesk, BMW Finance, Merrill Lynch, CondéNast/CondéNet, Victoria's Secret, Drug Emporium, Team Rahal, and Cognos

## OTHER RELEVANT EXPERIENCE

Resource Marketing, an IBM Company

### **Senior Copywriter; Copywriter**

Created with wit and charm for clients across media channels, including direct mail, retail promotion, sales collateral, consumer and B2B advertising, and websites (often directly in HTML). Client Roster: Apple Computer, CompuServe, Huntington Banks, BMW Financial, Netscape and Kodak.

The Ohio State University, Office of University Communications

### **Associate Editor; Reporter**

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.