

**CV and INTRODUCTION**

**GREG WOOD**

**DIGITAL / DIRECT / INTEGRATED / CREATIVE / DIRECTOR**

**APR 2010**

**AGGRESSIVELY CREATIVE, DECISIVELY STRATEGIC, INTEGRATED TEAM LEADER**

**GREG WOOD | [www.gregwood.info](http://www.gregwood.info) | +64 21 273 0358 | "[to.gregwood@gmail.com](mailto:to.gregwood@gmail.com)"**

## I'VE DRAWN THE LINE ON THIS ADVERTISING STUFF.

Here's a question for you: When is a customer above the line? When do they consider themselves below the line?

When I started in this industry, I'd never heard of the line. That didn't stop me from crossing it at every opportunity in my first gig, creating ads on the radio that people actually *recorded to play to their friends*. Nor did it hold me back at my second gig – running a boutique agency where we often turned down the offer of work, if the brief started with “We want an ad”. (Nobody wants an “ad”; they want sales, or recognition, or to use up their budget before year-end – and there are plenty of ways of achieving that that aren't disposable. Like sponsoring the subscriber base of the most active radio station in the country. Or putting kitchen designers on the catwalk.)

My third gig – freelancing ideas in a Tokyo collective of architects, designers, artists and, yes, even a hip-hop DJ – had no line. Nor my fourth, at a world-famous agency where tore up the brief that asked for an ad, and instead teased geeks into showing off for us – revealing their security secrets in the process.

And now, at long last, the line appears to be fading. Regular people armed with Twitter accounts and a YouTube channel and the knowledge that the salesman does not have their best interests at heart are rubbing it out. Or worse, stepping straight over it while you weren't even looking.

And it's about time – time for us to take this industry well beyond the line with absolutely relevant, wildly creative ideas based on genuine data-driven insights. Radical ideas that change behaviour and get results – regardless of where those ideas once sat on our mythical line.

I'm talking about innovative, integrated ideas that aren't easily commoditised. That means ideas that not only sell, but ideas that can be sold.

Generating that kind of idea requires a team with direction and drive. A team that knows where it's going – and why. And it's my job to lead teams towards developing those radical, relevant, beyond-the-line ideas. Preferably in a company that respects and cultivates extraordinary creative thinking. A company full of people who want to win more awards, for more effective work, for more demanding clients.

You'll find examples of the kind of ideas I've been involved in bringing to fruition and what I'm currently working on or thinking about at [www.gregwood.info](http://www.gregwood.info) – or just call me and I'll come over.



Greg Wood

Auckland, April 2010

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### **\*\*\* WHAT I'VE BEEN DOING – RECENTLY \*\*\***

#### **03/2008 – current: Creative Director, Digital, Publicis Mojo Auckland**

The opportunity: join what would become New Zealand's most awarded agency by the end of the year (including the Grand Effie for Most Effective Agency). Be part of the shop that brought the Speight's Great Beer Delivery and the Schweppes Short Film Festival to the world. Work in an integrated agency that values big ideas above all else. Lead the Digital team beyond the tipping point, from the margins to the mainstream.

We've taken full advantage of that opportunity to:

- Help Tararua Real Iced Coffee to a hugely successful launch, by giving your shambles of a mate a personalised video wake-up call – with a reminder to his mobile the next morning.
- Show affordable fashion brand Glassons the tip of the social networking iceberg, helping them to Stop Nudism with an integrated social network presence based on protest.
- Create a literal line in the sand for Steinlager Pure – by bringing a former Prime Minister's legendary words to life, putting them in context, and sending them viral.
- Co-opt existing content to produce an extraordinary web experience for not your ordinary beer, taking the Steinlager Edge audience on journeys through the best of the 'net.
- Take the online-only Schweppes Short Film festival to a whole new audience – 4 million visitors and counting – thanks to a bartender who knows what you've seen, and – schhh! – has a secret to share...

The highlight of my career was serving on the 2009 Cannes Cyber Jury and bringing home a Gold Lion for the team for that last piece of work – and I look forward, with relish, to beating that.

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## \*\*\* WHERE I'VE BEEN \*\*\*

### **11/2007 – 01/2008: General Manager / Executive Director, Interactive, Ogilvy New Zealand**

I was headhunted to return to New Zealand to lead a hard working, fast growing team, and ensure its integration across the agency. Regrettably it transpired on arrival that the interim manager had also been offered the job, and was not prepared to depart – so the job I was hired for was no longer available. In good faith I worked as senior creative on two large pitches and client projects over the Christmas rush, then moved on to Mojo – a more collaborative environment focusing less on internal confrontation and more on producing great work.

### **05/2006 – 10/2007: Managing Director, Profero Singapore ([www.profero.com](http://www.profero.com))**

#### **10/2005 – 05/2006: Creative Director, Profero Singapore**

I joined hot-shop Profero to expand my knowledge of digital creative solutions and ended up at the head of a small, highly creative and digitally focused team, demanding a very hands-on style. The focus at this independent agency was on improving quality across the region, followed by a push towards creativity in CRM solutions. Moving into agency management was a challenge, but Profero provided an invigorating opportunity to take the skills I'd developed as CD, and apply them in new ways: strategic agency direction and problem solving, client relationship development, aggressive budget management, and motivation of a complex team. Achievements:

- Leading a team of up to 16 Creative, Client Service, Tech, Media and Regional Finance people in a full-service environment with digital at the core.
- Continuing to create full-service digitally based campaigns for existing clients including Apple, Mercedes-Benz, Millennium & Cophorne Hotels, Canon Business Systems.
- Restructuring the agency to include Project Management and more mid-level Client Service, giving the Creative and Tech teams space to breathe.
- Developing and implementing quarterly reviews, job descriptions, systems and processes, weekly internal training, targets and goals; and instilling a sense of belonging and purpose.
- Winning new business including Starwood Hotels and BBC Global Channels regional work, and Buena Vista International (Disney / Pixar films) in Singapore.

I thrived at Profero and would still be there, if it weren't for the need to move home to New Zealand for family.

### **03/2005 – 09/2005: Creative Director, Wunderman Hong Kong**

#### **01/2004 – 02/2005: Creative Director, Wunderman Singapore**

#### **05/2001 - 12/2003: Associate Creative Director, Wunderman Singapore**

Directed and managed multiple creative teams, with a focus on DM and digital. Produced highly relevant, cut-through creative that delivered sound results. Assisted the Regional team Kuala Lumpur and Hong Kong offices. Rebuilt and reinvigorated the Hong Kong office in preparation for a major new client.

- Re-instituted the basics (WIP, traffic, briefs, environment, equipment and training)
- Developed regional credentials, and created Y&R's AsiaPac BAV tools demonstrator
- Won pitches including Cisco Systems (ads, DM, digital); Johnnie Walker (CRM, events, DM, web); Microsoft (web, DM); SingTel (DM, digital); Changi Airport (digital); Corona (posters, collateral, ideas); EMC (DM, digital)

### **11/2000 - 04/2001: Senior Writer, Dentsu Singapore**

#### **06/2000 - 11/2000: Self-funded Sabbatical, Tokyo. Internships: Namaiki, W+K, Saatchi&Saatchi**

#### **09/1995 - 06/2000: Creative Partner, Dynamite Advertising & Magnet Direct, Auckland**

#### **01/1991 - 09/1995: Freelance Creative; Senior Writer, Radio 95bFM, Auckland**

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## ~ QUALIFICATIONS, REPRESENTATIONS, and REFERENCES ~

### **Career and Team Awards for Strategy, Innovation, Lead Generation, Art Direction, Copywriting:**

- DMASIA Silver (Best Viral) 2005
- London Finalist 2004
- China 4As Gold / Silver 2004
- ADMA International Award for Art Direction 2001
- NZDMA Gold awards for Lead Generation & Innovation 2000
- ORCA (NZ Radio Awards) Finalists 1995-98

### **Industry Representative and Jury Member:**

- Cannes Young Cyber Lions, 2010 – NZ Jury Member
- Cannes Cyber Lions, 2009 – Jury Member
- AUT & Axis Ad School 2008-2010 – Mentor, Consultant
- DMAsia 2006 – Chairman of the Jury
- DMAsia 2003-2006 – Jury Member, Presenter
- Wunderman Global Award for Marketing Innovation, 2004 – Jury Member
- Cannes 2002-2005 – Wunderman APAC Representative
- Singapore Mobile Marketing Guidelines, 2004 – Consultant
- Cannes 2003 – Wunderman Global Creative Directors' Conference Co-Host

### **Knowledge Based on Constant Learning:**

- Cannes Lions Direct Conferences 2002 – 2005; 2009
- Auckland Web Meetup 2008-2010
- Microsoft Global Brand Forum 2004
- DM Asia Conferences 2003 – 2006
- Cert. Direct Marketing (AIS) 1996
- Graduate, NZ Creative Circle 1993
- Graduate, Axis Advertising Ideas School (NZ) 1993
- Dip. Marketing, Advertising Major (AIT) 1992 (9/10ths)

### **REFERENCES**

My philosophy towards work and our industry comes from the way I live the rest of my life: travelling, listening, getting involved, thinking, sharing, creating and enjoying all kinds of adventures – in music, food, friends, family, bikes, books, debates, the arts, craft beer, and great wine (ideally all at once).

If asked, I expect my friends would say I'm genial, enthusiastic, a good listener, and I relate well to people from all walks of life (that's what I've been *paying* them to say, anyway). To that end, the most valuable and relevant references are always the most recent, which will come from people with whom I currently work. I will gladly supply their contact details upon request – just email [to.gregwood@gmail.com](mailto:to.gregwood@gmail.com) – or call me on +64-21-273-0358.

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