

Patrick Bennett

Creative leader with 20+ years of experience at the intersection of culture and technology. Proven track record of architecting AI workstreams and scaling global creative departments to support the world's most innovative brands, including **NVIDIA**, **Google**, **Meta**, and **Netflix**.

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Jack Morton Global Chief Creative Officer

08/2024 – Present

- Lead Creative excellence across all 12+ global offices.
- Orchestrated and launched a new, elevated, audience-centric agency purpose: We Manifest Culture.
- Architected and integrated proprietary human-in-the-loop AI workflows across Strategy and Creative workstreams.
- Clients include **NVIDIA**, **Google**, **Meta**, **GM**, **IBM**, **Netflix**, **The Pokémon Company**, and **DoorDash**, among others.

Momentum Worldwide Executive Creative Director

07/2021 – 07/2024

- Led the New York Creative department.
- Clients included **American Express**, **Walmart**, and **Verizon**, among others.
- Conceived and led **American Express** Member Week campaign, where anyone could act like a card member for a week and engage in over a dozen experiential moments across the country.

Uncommon Caribbean Co-Founder

03/2010 – 07/2021

- Built the first experiential travel media channel focused exclusively on the Caribbean; today, hosting tens of thousands of original photography, articles, and video that reach hundreds of thousands of Caribbean travel enthusiasts every month across social and owned channels
- Launched the world's first all-Caribbean experiential stock photo library

Freelance Consultant

03/2017 – 07/2021

- **Kantar** – Distilled the work of tens of thousands of highly skilled research and strategy specialists into a powerful new brand purpose and a unique, ownable selling point.
- **The VIA Agency** – Consulted on national expansion and contributed creative for multiple accounts.
- **R/GA** – Reimagined a new creative strategy and vision for Verizon's unlimited plan products.
- **Viacom** – Contributed brand guidance for the Paramount Network launch.

iCrossing EVP, Executive Creative Director

03/2012 – 02/2017

- Won the **DIRECTV** Digital Agency of Record account; then grew it into the largest in the New York office by launching performance marketing campaigns, accounting for 30% of total new activations.
- Cut TD Bank's 9-year buying cycle to as little as 9 months through an experiential marketing campaign.
- Orchestrated the **Voya** Born to Save multi-channel that promised every baby born in America a head start on retirement, achieving over 200 million impressions and sign-ups from over 20% of eligible Americans across all 50 states.
- Designed and launched a new iCrossing agency design system, including new brand identity and experiential elements.
- Managed growth of the creative team from just 20% of agency-client relationships to 75%.
- Achieved AdAge Agency to Watch for 2017 and was named a Leader in Gartner's Magic Quadrant for Global Digital Marketing Agencies for three years straight.

Ogilvy Senior Partner, Group Creative Director

03/2011 – 02/2012

- Managed the consolidated \$200 million global **SAP** account.
- Expanded beyond “X company runs SAP,” leveraging customer testimonials through companion long-form digital video.

Digitas VP, Group Creative Director

03/2008 – 02/2010

- Led global digital Creative for **Samsung**, launching multiple new products.
- Transformed all Samsung product imagery, reflecting products in consumers' lives.
- Partnered with in-house technical teams to launch a complete global redesign of Samsung.com.

Ogilvy Partner, Associate Creative Director

01/2006 – 03/2008

- Led **Six Flags** creative launching a website redesign, television campaigns, radio, outdoor advertising, direct, email, and display; increasing online sales by over 50%.

R/GA Art Director

02/2004 – 08/2005

- Architected R/GA's first all-new display advertising practice
- Built a new team of creatives from scratch while producing over 100 **Verizon** display campaigns and landing pages in the first year alone for over 7.8 billion impressions, 12.8 million generated clicks, and over 200,000 orders.