

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.
- Concepted 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.