

Sam Saunders

EXECUTIVE CREATIVE DIRECTOR / WRITER

New York

Executive Creative Director / Writer who loves getting my feet wet in the work. Worked all over the world at shops big and small and have a bottomless pit of big ideas. Won lots of shiny things across all mediums: online, offline, experiential, even PR and DM. Judged One Show twice, did three talks @ Cannes 2015 and two more in 2016.

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New section

Awards (so far)

2004 AWARD Bronze Little Red Riding Hood

2005 Young Guns Silver Tabasco

2009 Effie Gold Lee.com

2010 Effie Gold Life in Lee

2010 Cannes Finalist Global Green

2011 The Show Gold x 4 Target Field

2011 Effie Finalist Honest Tea

2011 Obie's Gold Target Field

2011 Obie's Silver Target Field

2011 D&AD Shortlist Honest Tea

2011 One Show Merit Honest Tea

2011 Sabres (PR) Gold Honest Tea

2011 Clios Silver Honest Tea

2011 Cannes Gold Honest Tea

2011 Comm Arts Gold Honest Tea

2012 The FWA SOTD Trident Fun Audit

2012 Design Licks SOTD Trident Fun Audit

New section

Speaking Engagements / Judging / Teaching

2003 – Charles Sturt University, Bathurst NSW / Creative Workshop + Lecture Series

2004 – AWARD (Australasian Writers + Art Directors School) Guest Lecturer

2008 – Miami Ad School / Guest Lecturer

2012 – Judge / One Show / One Screen

2013 – Pratt NYC / Professor / 'Re-inventing the PSA' class

2013 – Judge / One Show / One Screen

2015 – Speaker at Cannes Lions (2 talks + 1 workshop)

2016 – Speaker at Cannes Lions (2 workshops)

Experience

Founding Partner / CCO

New York, NY
Mar 2013 - Apr 2015

Partners & Partners

What do you get if you merge Boston Consulting Group with Ideo and Droga5? Partners and Partners, a creative and strategic supercell.

Clients included with Verizon, Pepsi, The Chia Co, Nickelodeon, McIntosh, Sonos, YSL, L'Oreal, MeUndies, Lufthansa, Hugh & Deb Jackman and Nooka.

Chief Creation Officer / Founder

New York, NY
Jun 2011 - Mar 2013

Young Discoverers Club

We are the world's first and only 'Creation Agency.'

We create lots of things for brands. And also for our own brand.

Things that deliver the most value to a brand in the most efficient manner.

It might be an ad, an experience, an innovation, content, or an orgiastic piece of design. It could be online, offline, mobile. Even spatial.

Or an incredible, unstoppable combination of things expected and completely unexpected. We don't care what the components are so long as we are proud of them and our clients succeed with them.

Our team of Creation Specialists has won creative awards at Cannes, One Show, Young Guns, Clios, AWARD; PR at The Sabres; Effectiveness at the Effies; and strategy at the Jay Chiat Awards.

We're artists. Recognized photographers. Cultural anthropologists. Authors. Thinkers and discoverers.

You can look at a problem from 1000 feet, where altitude allows you to observe. See the bigger picture. Forecast more easily.

Or, you can be on the ground, amongst it, in the shoes of the experienter, gathering insights and discovering.

We do both.

Executive Creative Director

New York
Aug 2010 - Jun 2011

SS+K

Was in this role in-between CCOs Marty Cooke and Kash Sree. Ran the shop creatively in this time.

Clients: Chevrolet, The Whitehouse, GE, Kraft, United Nations, World Health Organization, Subway

Creative Director / Writer / Vice President

New York
May 2010 - Aug 2010

SS+K

Clients: Honest Tea, Buick, GM, Chevrolet, Kraft, The White House, World Health Organization

Creative Director

Minneapolis
Mar 2008 - Jul 2010

OLSON

Clients: Target, Converse, General Mills, Lee Jeans, NHL, Capital One, Fifth Third Bank

Senior Writer

Los Angeles
Nov 2006 - Nov 2007

WongDoody

Clients: Alpine, California Avocadoes, Spalding, Resort at Pelican Hill, Holland America, Full Tilt Poker, Herbalife, Autodesk

Creative / Writer

Sydney
May 2003 - Oct 2006

M&C Saatchi

Clients: Qantas, British Airways, Pizza Hut, AWARD, Optus, ANZ Bank

Creative / Writer

Sydney
Jan 2002 - Jun 2002

John Bevins

Clients: Toshiba, Newcastle Permanent Bank, Amnesty International

Creative / Writer

Sydney
Jun 2002 - Jan 2003

URSA

Clients: Bravo, GlaxoSmithKline, Pfizer, Showtime, Jim Beam

CCO / Writer

New York City
Apr 2015 - Present

SSC

Creative consultancy working on integrated projects globally.

Education

Bachelor of Business (Marketing/Advertising)

Sydney
1992 - 1995

University of Technology, Sydney

Key takeaways:

- 1) "The only constant is change."
- 2) Studying marketing is a complete waste of time.
- 3) You cannot learn to be creative.

Postgraduate Diploma (Journalism)

Sydney

University of Technology, Sydney

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