Michael Ward

CREATIVE DIRECTOR

Greater NYC

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732-927-3316 mobile
office

I went to the University of Missouri for Broadcast Journalism and started in advertising as a copywriter working on Subaru. After a few years I entered healthcare marketing by joining Cline, Davis Mann. Over the years, I created both consumer and professional marketing campaigns and held senior Creative and Strategic positions.

Experience

Creative Director

RRx

New Jersey
Dec 2021 - Present

We are the AOR for all Bracco US brands, including VUEWAY, which launched in 2022. We focus primarily on digital marketing, conventions and video projects.

Creative Director

Lanmark360

Asbury Park, NJ
Sep 2018 - Dec 2021

Our primary clients are Arm & Hammer, Bausch Health, RevenueWell, Medit, Infinx, and Dentsply Sirona. I create briefs and participate in concepting for multiple brands and new business. Most of our work is digital, social, video.

Creative Director

Harrison and Star/NYC

75 Varick, Soho
Sep 2015 - Aug 2018

I managed a large creative team on Bayer, which included the professional/consumer promotions for the hemophilia franchise (Kovaltry and Kogenate) and the OTC brands Aleve, Bayer Aspirin, and Claritin. I also worked on new business. I left H&S to be closer to home while my kids were in high school.

Creative Director

Rosetta NYC

New York
Jul 2012 - Sep 2015

Rosetta was the 3rd largest digital healthcare agency when I was there – before it was bought by Razorfish. I managed creative teams on Allergan, BMS/Otsuka, and Teva, as well as new business.

VP/Strategic Planner

Digitas

New York
Jun 2009 - Jul 2012

I was the strategic planner for Sprycel and Abilify, responsible for brand planning, positioning workshops, and market research reports. I write very actionable Creative Briefs.

Creative Director/Partner

J. Walter Thompson (JWT)

New York, NY
Aug 2003 - Jun 2009

During the years I was there, the healthcare division outgrew every other division of JWT. I was a partner and creative lead responsible for Lipitor, Abilify, Glucophage XR, Onglyza, Pristiq, Zostavax and Rotateq. We also managed half a dozen Pfizer consumer healthcare brands.

VP, Creative Director

Bates Worldwide

New York
Sep 1998 - Aug 2003

I was a Creative Director working on the Pfizer Consumer Healthcare brands portfolio –Sudafed, Benadryl, Neosporin, Zyrtec, Desitin, Listerine and Visine. We also pitched and won Lipitor and Rezulin. Bates was purchased by JWT in August, 2003.

New section

Assistant Scout Master, Boy Scouts

My son is an Eagle Scout.

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