

ABOUT

In pursuit of a role as an Executive Global Creative Director within a Fortune 500 company, I offer a wealth of expertise and a consistently exceptional track record in shaping how a brand looks, sounds and changes the customer's lives. With a profound understanding of business dynamics and an award winning creative ability, I am adept at translating insights from diverse business divisions into compelling narratives across various mediums. I have built and run an in-house agency that has cultivated distinctive brand identities that reverberates with authenticity and impact. As a team leader, I have a loyal following and a reputation of an honest, no nonsense but inspiring leader. My stewardship encompasses comprehensive oversight of all brand communications, spanning digital initiatives, events, advertising, films, and strategic partnerships. I orchestrate the collaborative efforts of internal teams, contractors, and specialty agencies, ensuring the seamless execution of the brand vision.

EXPERIENCE

Cisco | Global Executive Creative Director February 2017 - April 2024

As the Executive Global Creative Director at Cisco, I spearheaded the development and refinement of our brand identity, crafting a distinctive look and voice that resonated across diverse platforms. From inception, I nurtured an in-house agency, cultivating a talented team and fostering a culture of innovation and excellence. Under my leadership, we conceptualized and executed major multi-platform campaigns, captivating films, immersive events, and even curated the Cisco store and merchandise offerings.

Our dedication to creativity and strategic thinking led to notable recognition, including securing the prestigious titles of In-House Agency of the Year by both the ANA and IHAF. Drawing from this wealth of experience, I've had the privilege of sharing insights on problem-solving for in-house agencies at esteemed events like Adobe Max. Additionally, I contribute to the academic sphere by occasionally teaching at my alma mater, Cal Poly San Luis Obispo, imparting knowledge and inspiring the next generation of creative minds.

Apple | Creative Director February 2016 - February 2017

During my tenure at Apple, I served as a Freelance Creative Director, spearheading transformative projects in content and advertising realms.

I led initiatives focused on crafting captivating films showcasing the innovative capabilities of iconic products such as the iPhone, iPad, and Apple Pencil.

I conceptualized and prototyped compelling narratives, demonstrating the potential of our offerings through proof of concept. In the dynamic realm of video and film production, I orchestrated seamless execution, overseeing shoots and ensuring the realization of our creative vision.

BBDO NY | Executive Global Creative Director/VP February 2010 - February 2015

GE Appliances: Developed strategic thinking and crafted creative multiplatform campaigns for GE Appliances, showcasing the brand's innovation and quality in the appli-

EXPERIENCE

ance division.

Dubai Tourism: Formulated a strategic approach targeting business travelers situated between Asia, Africa, and Europe, highlighting Dubai's diverse offerings, including year-round warm weather, unique cultural experiences, and adventurous activities such as skiing and skydiving.

AT&T Business: Conceptualized and executed a comprehensive multiplatform campaign for AT&T Business, emphasizing the speed and security of its network solutions through real-world business scenarios, ranging from emergency situations to global manufacturing operations.

Starbucks: Directed the development of multi-platform campaigns for Starbucks, focusing on storytelling to convey the brand's commitment to quality coffee sourcing, roasting, and innovation in product offerings.

Campbell Ewald | Executive Creative Director/EVP 2008 - 2010

As the Executive Creative Director at Campbell Ewald, I spearheaded a transformative journey for the Chevrolet brand, infusing it with a contemporary aesthetic and dynamic voice. Through strategic vision, I led the charge in refreshing Chevrolet's visual identity and communication style, ensuring its relevance in today's market landscape.

Among our notable achievements, I played a pivotal role in the successful launch campaigns for two iconic vehicles: The Equinox and the highly anticipated Camaro. Leveraging innovative storytelling and compelling visuals, we captivated audiences and propelled these vehicles into the spotlight, solidifying Chevrolet's position as a leader in the automotive industry.

TBWA Chiat | Group Creative Director/VP 2005 - 2008

As the Creative Director at TBWA Chiat Day, I had the privilege of leading the creative direction for Infiniti both in North America and worldwide. Tasked with revitalizing the brand's visual and verbal identity, I drew inspiration from the rich tapestry of the Dynamic Adeyaka art movement, infusing Infiniti with a distinctively Japanese essence that resonated with global audiences.

Collaborating closely with the car design team in Japan, I ensured a seamless integration of design principles and brand aesthetics, culminating in the creation of a comprehensive brand book that served as a guiding light for agencies worldwide. This brand book became the cornerstone for aligning creative efforts across traditional, digital, and event agencies, fostering a cohesive brand experience across all touchpoints.

Together with our collective efforts, we ushered in a new era for Infiniti, launching a groundbreaking lineup of cars in 2007 that captured the essence of luxury and innovation.

Publicis/Hal Riney | Worldwide Creative Director/SVP 2000 - 2005

With my second stint at Publicis/Hal Riney, I held the position of Worldwide Creative Director for the demand generation arm of HP. Tasked with driving creative excellence on a global scale, I led the charge in shaping HP's brand narrative and visual identity, ensuring alignment with the company's strategic objectives.

One of my key achievements was the development of a comprehensive brand book that served as a beacon of inspiration and guidance for creative teams worldwide. By distilling best practices and guidelines, I empowered creative talent across regions to concep-

tualize and execute campaigns that resonated with diverse audiences while staying true to the essence of the HP brand.

Through collaboration, innovation, and a deep understanding of market dynamics, we elevated HP's creative output to new heights, driving demand and fostering brand loyalty on a global scale.

Ogilvy and Mather, San Francisco | Executive Creative Director/SVP 2000 - 2001

I embarked on an exciting journey initiated by a personal invitation from my esteemed colleague, Steve Hayden, to establish and lead the San Francisco office. Our mission was clear: to leverage Ogilvy's formidable reputation in the tech sector and position the agency as the go-to destination for .com clients during the digital boom.

Despite the challenging landscape marked by the eventual bust of the .com bubble, our strategic vision and relentless determination yielded significant victories. Notably, we secured the Motorola account for the New York office. Additionally, we successfully undertook various assignments for IBM, further solidifying Ogilvy's presence in the technology sector.

Hal Riney and Partners | Group Creative Director/VP 1996 - 1999

I spearheaded a comprehensive revitalization of the brand, implementing a fresh strategy and aesthetic to appeal to a younger demographic of buyers. Tasked with breathing new life into Saturn, I led the charge in crafting a compelling brand narrative and visual identity.

My responsibilities encompassed all aspects of advertising, collateral materials and brochures, ensuring consistency in messaging and design across all touchpoints.

Other creative work at Hal Riney included: The North Face, Air West Airlines and others.

BBDO West | Group Creative Director/VP 1992 - 1996

As the Creative Director for Apple Computers during a pivotal period, I led the charge in crafting a compelling narrative that positioned Apple as the premier choice for enterprise, while maintaining a strong foothold in the consumer and education sector. Our mission was clear: to showcase Apple's unparalleled ease of use and advanced technology, setting it apart as the preferred option in an increasingly competitive landscape.

RPA | Associate Creative Director 1992 - 1992

At RPA, I was hired to launch the Honda Del Sol.

Livingston and Company | Group Creative Director/SVP 1991 - 1992

I created commercials and print ads for Alaska Airlines, Henry Art Gallery, California Department of Health Service, Fujitsu and Duxiana beds.

Ketchum Advertising | Associate Creative Director/SVP 1985 - 1991

I launched my advertising career starting as a junior art director at Ketchum and working up to associate creative director. My charter was to be part of the team that launched the Acura Automobile brand in America. I led several of the car campaigns for each of

their new model as well as the full line in print, TV and brochure medias and graphics for their events

Freelance graphic designer 1980 -1985

Worked in LA at the Design Works on tech packaging, brochures for real estate companies, award show posters.

Worked in Long Beach as a graphic designer for Asbury and Associates designing collateral for Nissan.

Worked in San Francisco at Coming Attractions designing wine labels, brochures, packaging and logos.

Designed and silk screened posters for various small businesses.

Photographer | Fine art and commercial 1973 -

Having had formal training in photography, I've applied my skills and talents using large, medium, small and digital formats shooting various assignments on location.

Cal Poly San Luis Obispo | Bachelor of Science 1975 - 1980

Studied Graphic design, fine arts, photography and commercial printing. The education focused on both the technical and artistic side of the commercial art trade. A portfolio and thorough understanding of the print trade was the result.

Awards |

Clios, Cannes, One Show, Kelleys, CA, Beldings, San Francisco Show, Art Director's Club, ADDY, Andy, Effie, Obie and International Automotive Advertising.
Published in CA, Graphis, Print, Archive and various text books.

What people say about me:

Dennis is much more than a creative client, he is a great force in building and humanizing a tech brand. He is a strong strategist and a true creative director, he can see the potential behind an idea. He shows lot of respect for the quality of the work and he knows better than anyone how to make it happen. He has the vision and the skills to leverage a brand platform and make it shine on every touch points.

***Présidente BETC et Co-présidente de
l'Association des Agences Conseil en
Communication***

If you ever need a creative powerhouse to help gracefully manage a global tech titan's brand & marketing at scale, Dennis is your man. I was at just one of the agencies working under Dennis, and we were responsible for over 100 briefs per quarter across a dozen countries across the globe. Without fail, Dennis made the time to help every single project shine. He was an inspiring leader who helped elevate and champion the work, and he was a welcome partner when we were in the trenches together perfecting a presentation for the CEO the next morning. The scale and pace of the work at Cisco was epic, and because of Dennis, not only was the work on brand and on strategy, but Dennis' team was also winning internal agency of the year awards and recognition.

***Arturo ArandaGlobal Executive Creative
Director / Art Director / Designer: BBDO,
Facebook, MRM McCann, Thrasio***