

I was there for every next big thing since 2000. Now I'm here for Generative AI.

Over twenty-five years leading creative for M&M'S, Toyota, SharkNinja, and dozens of other brands. I have gone from writing Jose Cuervo's first website to writing a master's thesis on how generative AI is changing creative concept development. Every brief starts with the same question. What is the objective?

2000-2005
WEB 1.0

2005-2012
WEB 2.0

2012-2018
PROGRAMMATIC

2018-2021
ADDRESSABLE

2021-2023
AUGMENTED REALITY

2023-Now
GENERATIVE AI

Where I've been.

2023-Now

Independent CREATIVE DIRECTOR / CO-FOUNDER

Aidgency · Ninja Foodi Redux

I co-founded Aidgency, an AI operating system for corporate purpose, changing how corporations and nonprofits work, measure, and deliver social impact together. It treats impact as business strategy, with corporate purpose tied to growth and employee engagement. **A self-funded MVP, validated with 14 nonprofits, with seven case studies.**

I handed my 2019 Ninja Foodi brief to my 2026 AI workflow. Same product, same audience, and the same job of making indoor grilling worth the price. It came back with 99 ideas. I judged every one alongside the four scripts my team produced in 2019, with three questions. Does it sell a category people didn't know they were missing? Does it earn the price? Is it true? **Four made the cut. None of them were mine.**

2021-2023

The Mars Agency VP, CREATIVE DIRECTOR

M&M'S · Mars Wrigley

The job was selling candy. A two-year Sweet Tour across 60+ stops, from Bonnaroo and Gov Ball to the Walmart and Kroger parking lots, with a 7.5% lift at stops and 100M+ impressions. An augmented-reality M&M'S Music Lounge for everyone without a festival wristband, with dwell time of 2:41, 34% over benchmark. The Sweet Suite concert series with nine emerging artists, up 27% in sales value. **M&M'S sales up 7.8%.**

2020-2021

Xfinity Creative CREATIVE DIRECTOR

Xfinity · Comcast

Ran national sales events across TV, digital, social and radio, including the Gigantic Summer Sale, Hello 2021 and Black Friday. Led Xfinity's email design system for lifecycle marketing, with a design manual for the Marcom and Responsys teams and modular wireframes they could assemble without starting over. **Four national sales events in eleven months.**

2018-2020

UM Worldwide VP, GROUP CREATIVE DIRECTOR

SharkNinja · BMW · Johnson & Johnson · Epic Games · ExxonMobil

Ran branded content and addressable work across New York, Los Angeles, San Francisco and Detroit. Ninja needed indoor grilling to feel worth the price, so nine Ninja Foodi videos became 63 versions on Hulu, swapped by audience, program genre, weather, and time of day. **Aided awareness rose 7.4%, and interactive dwell time beat the benchmark by 61%.**

Epic Games with the tightest turnaround of my career. Houseparty was briefed on Good Friday, delivered on Holy Saturday, and live on Easter Sunday. Then 200+ assets for Fortnite × Travis Scott's Astronomical. New business wins with CVS/Aetna, Levi's, Gallo and Mattel.

2012–2018

Saatchi & Saatchi VP, SENIOR CREATIVE DIRECTOR

Toyota Dealer Associations

Toyota's dealers needed test drives from an audience that skipped ads. Corolla pre-roll said everything in the five seconds before the Skip button. Innovid rich-media units and auto-endemic banners. A Camry test drive inside Google Street View that started in your own driveway. And Eli Manning, a Super Bowl MVP, selling ToyotaCare on social for the first time. TV, digital, radio, POS, OOH and eCRM. **All of it for 420+ dealers in 22 states, while managing a team of 18.**

2010–2012

Consulting CREATIVE DIRECTOR

VML • Deutsch • BBH • McGarryBowen

Brought in on high-stakes projects for Colgate, JPMorgan Chase, PNC and Ally Bank.

2007–2010

G2 Interactive VP, CREATIVE DIRECTOR

M&M'S • Skittles • Campbell's • Panadol • Breathe Right

Launches for Dark Chocolate M&M'S, Wild Cherry M&M'S and Chocolate Skittles, each built to get a new flavor into the cart, with teams of up to 10. And I was the creative director who put M&M'S on Twitter for the first time, by giving Ms. Green an account of her own. **Three new flavors on shelves.**

2005–2007

Deutsch ASSOCIATE CREATIVE DIRECTOR Atmosphere BBDO SENIOR COPYWRITER

Tylenol • E*TRADE • Dial • AOL • Target • HBO • Emirates

Interactive work for Tylenol at Deutsch. Digital campaigns for E*TRADE, Dial and AOL at Atmosphere BBDO, plus projects for Target, HBO and Emirates.

2000–2005

DraftDigital SENIOR COPYWRITER

Jose Cuervo • Verizon • AARP

Wrote Jose Cuervo's first website, a CD-ROM history of the brand, and the digital campaign that launched CuervoNation. Then Verizon. Every new phone shipped with a CD-ROM manual nobody could follow, so I rewrote Verizon's online help until people could answer their own questions instead of calling. **Call-center volume dropped 10%.**

Where I learned it.

M.A., Media Studies

The New School • Thesis, Fall 2026

Applied Generative AI for Digital Transformation

MIT Professional Education

B.F.A., Communication Arts

New York Institute of Technology

Before any of it.

Staff Writer, *Strangers with Candy*

Comedy Central

Co-Writer, *Jimmy Walks Away*

Short film • Sundance Film Festival, 1997

What I'm building.

MASTER'S THESIS

Does It Sell?

How should generative AI be built into creative concept development so it supports campaign effectiveness and the distinctiveness that grows brands over the long run?

SOCIAL EXPERIMENT

In Pixels We Trust

2,694 judgments from 449 sessions on whether people can spot an AI image, and whether they know when they've missed.

BROWSER GAME

The Hot Seat

Baseball simulation covering every professional season from 1871 to 2025. AI wrote the code. I made the calls.

iOS APP

Iggy

A voice-activated iOS app that routes your complaint to the right place. Currently in TestFlight beta.