



**PURPOSE + STRATEGY + EMPATHY + FEARLESSNESS**

I believe that when empowered by the above core tenants, the process of creativity becomes an unstoppable agent of solution for any great brand, product or marketing challenge.

I am a executive level Creative with a proven record of developing innovative and compelling consumer experiences for the world's most recognized brands. I am an award winning marketer, industrial designer, globally recognized artist, and cultural anthropologist. Thank you for taking the time to get to know me.

**EXPERIENCE**

**⚡ SUPERPLASTIC ⚡**

Superplastic- Dec. 2019- Present  
Executive Creative Director

Superplastic creates ridiculously entertaining, massively money making, uber famous animated celebrities. I oversee the internal marketing, narrative, social, and creative teams, as well as manage all outside PR and creative agencies. We create culturally progressive narratives and product that feeds through social, digital, that converts to engagement, PR, and sales. We collaborate with creators such as: Gorillaz, Snoop Dog, Quiby, County of Milan, Geffen Records, Lil Nas X, Steve Aoki, Redman, Trippie Redd, Chinatown Market, and more.



Secret Walls- September 2019- Present  
Chief Creative Officer

Secret walls is one of the largest art experiences in the world. We collaborate with the best in art, music, fashion, and culture. Secret Walls is a creative agency for brands that serves as the connective tissue that authenticates the bond between brands and consumers. With a developed global network of the best artists and creators, we create experiences that impact people through digital, social, and collaborations that matter. As CCO for Secret Walls, my responsibilities include all creative and marketing communications, business development, brand partnership and growth. We partner and create with: Nike, Apple, MLS, MLB, F1, Adidas, Vans, Heineken, Chevrolet, Google, Microsoft, Diageo and more.

## EXPERIENCE

### MATCH

Match Marketing Group- June 2015- Dec. 2019

Vice President-Creative Director

MatchMG is a North American Creative agency with offices located throughout North America. As VP-Creative Director of Match Marketing Group, my responsibilities included the oversight of our Boulder-CO, Portland-OR, NY Metro, and Toronto creative and strategy teams. We produced award winning, consumer experiences for some of the worlds biggest and brightest brands. I specialized in digital, retail, social, experiential and commercial marketing rooted in dynamic storytelling.

Clients include: adidas, Diageo, Unilever, Pepsi, Mars, Infiniti, Lincoln, Progressive, Ford, Hormel, BRP, Hasbro and more.



Motive- September 2014- June 2015

Creative Director

As Creative Director, I oversaw the integrated digital, content and experiential teams within Motive. I brought in revenue streams through new business and managed internal budgets and man hours for the Motive creative and strategy teams. My primary focus was split between net new business and fostering organic growth amongst our existing clients. During my time at Motive, I chased big ideas, and delivered large scale campaigns for some of the worlds largest brands.

Clients include: The Macallan, Pepsi, Mountain Dew, Native Eye-wear, Costa, Pepsi-Super Bowl, Husgavarna, Rockstar and more.

## EXPERIENCE



KIDROBOT- 2011-2014  
Creative Director

As Creative Director for Kidrobot, I led the creative, design, packaging, and marketing teams in bringing to market highly exclusive bespoke designer toys, products and apparel. Additionally I led all brand and partnership collaborations globally, working with brand partners such as Samsung, RED, Burton, Hermes, Swiss Beats, Diplo, Snoop Dogg, Kieth Haring Foundation, Andy Warhol Foundation, MTV, Nickelodeon, Disney, and Marvel.

- Designer Toy Awards 2012: Brand of the Year, Toy of the Year,
- Designer Toy Awards 2013: Toy of the Year
- Designer Toy Awards 2014: Toy of the Year
- Designer Toy Awards 2015: Toy of the Year



HASBRO- 2006- 2011  
Lead Designer

During my tenure at Hasbro, I created and facilitated the design within the Marvel, Star Wars, Transformers, Chuck and Friends, Tonka, and Super Hero Squad lines. Additionally, I worked hand in hand with Universal Studios, Pixar, Disney and Marvel in aspects of the creation and story development for Spider-man 2, Ironman, Toy Story 2 and more.

- Grew the Chuck and Friends line from a \$52mm a year brand to upwards \$170mm.
- Created new lines within Hasbro's toy portfolio , launching Hasbro's Vehicle initiative.
- Directed Hasbro Studios to create the daily episodic "Adventures of Chuck and Friends".  
(Nationally syndicated on television, and internationally via web).
- International Toy of the year award 2011 (Chuck and Friends)
- Toy of the Year Award (Chuck and Friends)
- Best of 2010 Award (Chuck and Friends)

## EXPERIENCE



MATTEL-FISHER PRICE- 2001-2006  
Senior Designer

Designed and managed compelling product with brand integrity and progressive play patterns. Worked towards creative ways to gain market awareness and consumer buy in. Worked with developmental experts to create toys that allowed children to build and grow through the value of play.

- Designed and launched key lines within the Rescue Heroes line.
- Crafted stories and concepts on the Rescue Heroes video game and movie, which was then produced and syndicated both nationally and internationally.
- Successfully placed large amounts of product in top accounts-TRU, Wal-Mart, and Target, excelling revenue growth within the Fisher Price/ Mattel portfolio.
- Worked on product offerings for the Imaginext brand year in and year out.
- Won the "Parents Choice Award", for Rescue Heroes product line, 2004.

## EDUCATION

CLEVELAND INSTITUTE OF ART- 1997-2001  
11141 East Blvd., Cleveland OH 44106  
BFA-Industrial Design, BFA- Graphic Design, BFA-Sculpture

## SKILLS

**LEADERSHIP + PRESENTATION + IDEATION + STRATEGY + R&D + COPY WRITING + CONTENT CREATION + ENVIRONMENTAL/ INTERIOR DESIGN + BRANDING + ILLUSTRATION + APPLICATION OF ANALYTICS**

## INTERESTS

**ART + MUSIC + SNEAKERS + ART VINYL TOYS + FASHION + CULTURE + TRAVEL + RUNNING + SNOWBOARDING + THE GREAT OUTDOORS + FOOD + MY WIFE + CHILDREN + VIVA LA VIDA**



GALEN MCKAMY



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