GALEN MCKAMY

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I am an executive-level Creative with a proven record of developing globally recognized initiatives in Web3, Digital, social media, experiential, entertainment, products, and marketing for the world's most recognized brands. I'm an award-winning marketer, industrial designer, artist, and cultural anthropologist. I'm an expert in brand building, partnership strategy, story-telling, and a fearless, passionate, empathetic leader.

Professional Experience

Chief Creative Officer
Superplastic
Dec. 2019- Present

- Led and inspired a team of 30 creatives, including marketers, animators, designers, copywriters, and art directors, to deliver innovative and visually compelling solutions.
- Collaborated with executive leaders to define the vision and long-term strategy, driving the company's sales, reach, and engagement 10x year over year.
- Grew Superplastic from a $24 million dollar evaluation to $164 million in under 4 years.
- Launched our virtual influencer's, Janky & Guggimon, in Fortnite, reaching over 500 million fans daily.
- Created a wildly successful global product and Web3 campaign with Gucci.
- Raised over $30 Million in series A & A/B rounds for Superplastic.
- Created and wrote the Janky & Guggimon show that is in production with Amazon.
- Created and launched the Superplastic x Mercedes global E-Class campaign.
- Created an animated rap group, The Ghost Kidz, and got them signed to Virgin Records.
- Collaborated with Yuga Labs, Tommy Hilfiger, Post Malone, Gorillaz, Pusha-T, Vince Staple, Griselda, Animoca Brands, County of Milan, The Weekend, Lil Nas X, Paris Hilton, and more.

Chief Creative Officer-Advisor
Secret Walls
September 2019- Present

Secret Walls blends live entertainment and Web3 to create moments that support global communities through the power of art. Notable accomplishments:

- Collaborated closely with cross-functional teams, including marketing, sales, and product development, to translate business objectives into creative concepts.
- Developed brand partnerships and launched global event series with Nike, Apple, MLS, MLB, F1, Adidas, Vans, Heineken, Chevrolet, Google, Microsoft, Diageo, and more.
- I'm an official Secret Walls artist who's battled for Adidas, MLS, Comic Con, and Colorado Crush.
- Created the strategy launch of School Walls, our youth arts community initiative.
- Fostered and grew a global network of the world's best and most famous artists.

Vice President-Creative Director
Match Marketing Group
June 2015- Dec. 2019

MatchMG is a global creative marketing agency. As VP-Creative Director, my responsibilities included the oversight of our Boulder-CO, Portland-OR, NY Metro, and Toronto creative and strategy teams. Notable accomplishments:

- Continuously monitored industry trends and integrated cutting-edge design techniques and technologies into projects.
- Oversaw the creation of visual assets for branding, advertising, digital content, and multimedia presentations.
- Pitched and was awarded agency of record for Diageo, BRP, Progressive, and more.
- I specialized in digital, retail, social, experiential, and commercial marketing rooted in dynamic storytelling.
- Clients include Adidas, Unilever, Pepsi, Mars, Infiniti, Lincoln, Dave's Killer Bread, Ford, Hormel, BRP, Hasbro, and more.
- Awards: 2016 Gold in Experience Design & Technology, 2 REGGIE awards, 16 ASID awards, and four PRO awards,

Creative Director
Motive
September 2014- June 2015

Oversaw Motive's integrated digital, content, strategy, and experiential teams. Notable accomplishments

- Mentored team members and fostered a culture of creativity.
- Pitched, won, and executed commercial and digital advertising for The Macallan.
- Delivered large-scale campaigns for the world's largest brands such as Pepsi, Mountain Dew, Native Eye-wear, Costa, Pepsi-Super Bowl, Husgavarna, Rockstar, and more.
- Created a global Green Arts campaign for Mtn. Dew with artist Stash and rapper Danny Brown.
- Created and executed the national Pepsi college experiential campaign, resulting in an increase of 20% in product usage in each market we activated.

Creative Director
KIDROBOT
2011-2014

I led the creative, design, packaging, and marketing teams in bringing highly exclusive bespoke designer toys, products, and apparel to market. Additionally, I oversaw all brand and partnership collaborations. Notable accomplishments:

- Partnered with leaders from various departments, including Business Operations, Product Development, Engineering, and Go-To-Market, to establish company-wide strategies.
- Created a mascot and global marketing and product campaign for Samsung and World Cup Soccer.
- Worked with the RED foundation to create a massive product and marketing campaign to raise awareness and support for AIDS. f
- Created products and marketing with Burton, Hermes, Swiss Beats, Diplo, Snoop Dogg, Kieth Haring Foundation, MTV, Nickelodeon, Disney, Marvel, and more.
- Awards: 2012 Brand of the Year, Designer Toy of the Year Award 2012, 2013, 2014, 2015

HASBRO: 2006- 2011
Lead Designer

I created and facilitated the design within the Marvel, Star Wars, Transformers, Chuck and Friends, Tonka, and Super Hero Squad lines. Notable accomplishments:

- Grew Chuck and Friends line from a $52mm a year brand to upwards of $170mm.
- Worked hand in hand with Universal Studios, Pixar, Disney, and Marvel in the creative development of Spider-Man 2, Iron Man, Toy Story 2, and more.
- 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 the 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)

MATTEL-FISHER PRICE: 2001-2006
Senior Designer

I designed and managed compelling products with brand integrity and progressive play patterns. Worked towards creative ways to gain market awareness and consumer buy-in. Notable accomplishments:

- Designed and launched critical lines within the Rescue Heroes line.
- I crafted stories and concepts for the Rescue Heroes video game and movie, produced and syndicated nationally and internationally.
- Successfully placed large amounts of product in top accounts like Toys "R" Us, Wal-Mart, and Target, excelling in 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 Interior Design, BFA-Sculpture

SKILLS

LEADERSHIP + PRESENTATION + IDEATION + STRATEGY + COPYWRITING + CONTENT

EXPERIENCE DESIGN + BRANDING + ILLUSTRATION + Web3 + AI & CULTURE STRATEGY

PRESS

Forbes, Vanity Fair, NTWRK, Highsnobiety, Vogue, Bloomberg, New York Times,

Complex, Dot LA, Business Insider, and more.