

Andrew (Bertie) Ager **Creative Strategy Director**

Summary:

I am a talented and award winning strategic and creative communications specialist with over 20 years' experience of working for some of the world's leading brands, sponsors and events to develop creative & strategic communications campaigns that deliver standout international media coverage, consumer awareness, brand profile and most importantly true engagement.

In these days of blurred lines between Paid, Owned, Earned and Shared channels, I focus on integrated content creation that drive conversations and deliver on client's bottom line.

Working at a senior level, I have grown and run multimillion-pound client accounts and driven new business growth at some of the world's largest integrated marketing and communications agencies.

My specialties include senior counsel, media relations, strategic and creative communications campaign planning and execution, sports sponsorship exploitation, activation and marketing, Olympics & major games, international media relations, digital content creation and social media brand communications.

Portfolio:

www.makesh1tappen.com

Employment History:

Creative Strategy Director, Jack Morton Worldwide, Consultant.

June 2017 – Present

As a Consultant Creative Strategy Director, I am responsible for the strategic campaign planning for a number of leading international brands at the London office of the global experiential agency Jack Morton Worldwide.

My role entails insight led planning for a broad range of clients across multiple sectors. From automotive to the drinks sector, from sportswear manufacturers to the global insurance market and managed IT services. I have crafted award winning campaigns that integrate live experiences with paid, shared and earned. I work across disciplines to develop rich content marketing and communication plans: Recent work includes: [Adidas Creator Dock](#), [Honda @ Goodwood Festival of Speed](#), [Konica Minolta](#), [Heineken Champions Voyage](#).

Managing Director, MSH / Get Stuff Done Ltd

January 2016 – present

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I offer senior level strategic and creative counsel to agencies, brands, events and sponsors on a consultancy basis. Recent agency clients include: BCW (formerly Cohn & Wolfe) Octagon, Golin, Quintessentially, Dentsu, Wonderhatch, Number Nines and Rizer working on a broad spectrum of clients including, Toyota, Honda, Johnnie Walker, adidas, Henieken, PEPSICO, Persil, Kraft Heinz, Unilever, Samsung, Stella Artois. GWR, and Barclaycard.

Strategic Creative Director & Deputy Head of Integrated Services, Ketchum

June 2013 – January 2016

As Director Strategy and Creative, I oversaw the delivery of strategic creative engagement campaigns across all internal practices (Consumer & Brand, Corporate & Public Affairs, Health and Technology). As part of the Senior Leadership team I worked with the CEO and individual Practice Managing Directors and was responsible for the creative planning of P&G (haircare, grooming, laundry and beauty), Booking.com, MasterCard, Nissan and Philips. My time was split between servicing existing client relationships, agency reputation and internal engagement and new business.

The role saw me liaise closely with specialist teams within the agency including the dedicated Digital, Research & Insight teams. In addition, I oversaw our integrated services offering which included the design studio, digital content team and video production arm. Furthermore, my role also placed me in close proximity to other agencies within the wider Omnicom family (of which Ketchum is a member) as well as working closely with clients' other retained marketing and advertising agency partners.

Significant new business wins for which I was responsible during my tenure include: Booking.com, Gillette, Chivas, The Glenlivet, Mondi, World Hepatitis Alliance, Nissan, ViiV and IATA.

Devising and developing for Ketchum "*Creative Catalysts*" my own proprietary approach for identifying, nurturing and training creative talent across the agency. The *Creative Catalysts* network is used to help create strategic big ideas for agency clients.

Creative Director, Weber Shandwick

October 2010 – May 2013

Overseeing the creative output for leading PR, Brand and Communications agency.

In addition to my role as Co-Head of Sport, I was appointed to the UK Leadership Management Team as Creative Director to work across all the agency's practices to develop and deliver creative communication ideas for both rostered and new clients. I worked alongside the agency's Planning function to ensure that strategy and insight are rooted into creative solutions. Clients

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included Nespresso, Warburton's, Monster, Sochi 2014, PUMA, Tesco, Pizza Express, EDF, Electrolux and Pernod Ricard (Wines)

Creative Director, Creative Capital

March 2011 – May 2013

Creative Capital was established by Weber Shandwick in March 2011 concerned with the design and production of big ideas that build brands and that pay for themselves. As Creative Director, I was responsible for the development of consumer brand campaign ideas and selling them to clients, highlights including devising, developing and implementing the Days of Summer Campaign for Sainsbury's.

Co-Head of Sport, Weber Shandwick

August 2010 – May 2013

(2 years 9 months)

I oversaw the rapid growth of the dedicated Sports Practice and London 2012 Olympics Practice for Weber Shandwick. The role of the practice was to develop creative communications and sponsorship campaigns for brands, governing bodies, teams and individuals in sport.

During my tenure in the role, we grew the business by over £875,000 in two years winning key clients that include the Al Kass Cup 2013, EDF (London 2012) The Jockey Club, PUMA, RFU (London 7's), Sainsbury's and Sochi 2014

Manager, London 2012 Programme, Freshfields Bruckhaus Deringer

February 2010 – August 2010 (7 months)

Working alongside the Managing Partner for London and Head of Communications, I headed up the London 2012 Sponsorship Programme for official LOCOG Legal Services provider Freshfields. During my time with the law firm I wrote their London 2012 Olympic Games employee and client engagement strategy.

Creative & Board Director, Pitch

2005 – January 2010 (5 years)

- As a Board Director, I worked alongside the CEO to oversee the strategic growth of the agency, financial planning, staff retention & development
- Responsible for the strategic account direction, sponsorship activation, media relations, communications planning and budget management for key agency clients: Chelsea Football Club, Canterbury of New Zealand, Musto, Eden Park and NBA, with annual billings in excess of £1,000,000
- As Creative Director I also worked across our entire client roster, which includes the likes of England 2018, Hugo Boss, Marks & Spencer, Skandia and Sony Ericsson I oversee the creative output of the agency including media relations campaigns, events, stunts, digital activity, design and art direction

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- Lead role in new business development, securing over £900,000 of new income during 2007-2010
- 2008 – in charge of entire agency re-brand, including new logo, development and production of current website www.pitch.co.uk
- Responsible for keeping Pitch's website current, and all Twitter and Facebook updates

Exposure, Account Director

2005

- Short term contract with leading consumer agency overseeing the Range Rover, Rizla, Triumph Motorcycles accounts
- Creative communications planning, including experiential and event activity
- Created luxury brand partnership between Range Rover and Fortnum & Mason
- Developed groundbreaking art and music strategy for Triumph to engage new consumers
- Managed design of limited edition Rizla festival packs
- Digital activity including viral videos and social network activation

Account Director, Cake Group

2001 – 2005 (5 years)

- Bustling brand entertainment agency where I looked after 4 main accounts: Reebok, Jaguar and Anheuser-Busch and Allied Bakeries
- Responsible for annual agency billings of \$1,000,000 for Reebok International
- Developed a £350,000 digital media campaign for Jaguar UK to drive sales of 3 new models
- Won £275,000 of business from Allied Bakeries – Kingsmill brand
- 2004 - headed up Reebok's 2004 Athens Olympics marketing and communications and activation of sponsored athletes
- As a publicist, I managed the publicity and sponsorship activation campaigns for various Reebok athletes and artists e.g. Double Olympic Gold Medallist Dame Kelly Holmes, Andy Roddick, Ryan Giggs, Jay Z, 50 Cent
- Management of 3 teams of differing sizes. Responsible for staff training and development
- Reported into senior clients and learnt to build and maintain good working relationships which drove the business forward

purple;patch, Account Manager

1998 – 2001

(3 years)

- Main clients: Reuters Media, Seagram's Chivas Revolve, Association of Photographers (AOP), Aston Martin

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- Responsible for the promotion and publicity of the then new luxury whisky brand Chivas Revolve, publicity of AOP shows and photographers, brand development for Aston Martin and marketing and communications for leading news agency Reuters

Additional Skills

- Computer literate across both PC and Mac platforms including strong working knowledge of Microsoft Office, Rebus, Adobe Photoshop & Illustrator, Flash, FrontPage

Education

Date	Place of Study
1999 – 1999	Rhodes University, Writing for Business. Post Graduate Diploma
1998 – 1999	London School of Public Relations: Diploma in Public Relations
1994 – 1997	Kingston University, London: BSc (hons) Geography, 1 st
1987 – 1994	King Edward’s School, Bath: 3 A-Levels; Geography - A, History - B, Economics – C. 9 GCSEs; 4 grade As, 4 grade Bs, 1 grade C

Interests

- Reader, Chef, Design Lover, Diner, Blogger, Film Buff, Snapper, Gym Bunny, Footballer, Cricketer, Drinker, Snowboarder, Pilot, Raconteur.

Social Media

twitter.com/bertieager / bertieager.tumblr.com / steaksarehigh.com / linkedin.com/in/andrewager

References

Available on request