

Tom Leach

Creative Director | Copywriter

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PROFESSIONAL SUMMARY

Proven creative leader and craft-focused concept machine with 20+ years of omnichannel experience in healthcare advertising. Specializing in pharmaceutical, medical device, rare disease, and consumer health marketing across HCP and DTC channels. Demonstrated ability to drive brand growth, inspire award-winning creative, and mentor high-performing teams at top-tier agencies.

CORE SKILLS

Copywriting – Deliver compelling narratives that engage and inform healthcare professionals and consumers across all channels

Concept Development – Produce attention-worthy ideas across print, broadcast, and digital platforms

Creative Direction – Collaborate with brand teams and clients to deliver effective, award-worthy omnichannel work

Additional Skills: Campaign Development | Healthcare Marketing Strategy | Pharmaceutical Advertising | Rare Disease Marketing | HCP/DTC Strategy | Omnichannel Marketing | Team Leadership & Mentorship | Adobe Creative Suite | Google Workspace | Microsoft 365

PROFESSIONAL EXPERIENCE

Leach Copy, Worldwide | CEO, Copy Chief

2023 – Present

- Provide strategic creative direction for agency clients across healthcare and consumer sectors
- Develop cross-category creative solutions for HCP and DTC markets
- Specialize in creating impactful campaigns blending humor, empathy, and scientific precision

FGT Health, Columbus, OH | Senior VP, Creative Director

2021 – 2023

- Drove agency revenue growth from \$0 to \$3 million in just over one year
- Served as primary creative partner and lead strategic resource for startup healthcare agency
- Developed comprehensive omnichannel marketing strategies for emerging healthcare brands

Fingerpaint, Saratoga, NY | VP, Creative Director

2018 – 2021

- Delivered compelling cross-channel creative for rare disease, vaccine, and nuclear medicine clients
- Served as primary conceptual copy resource for agency-wide pitch creative
- Developed strategic marketing approaches for specialized medical markets

GSW, Columbus, OH | VP, Creative Director

2010 – 2017

- Creative lead for major accounts including J&J, Takeda, UCB, Lilly, and Stryker
- Managed global creative for Lilly's Trulicity from FDA approval to blockbuster status
- Created award-winning TV campaign for Stryker's GetAroundKnee system, increasing market share by 19%
- Managed and mentored team of ACDs, designers, art directors, and writers
- Established "Idea Farm" to enhance creative problem-solving and drive organic growth

GSW, Columbus, OH | Associate Creative Director

2005 – 2010

- Led in-house conceptual team developing big ideas for roster clients
- Participated in global network creative gatherings for internationally translatable campaigns
- Spearheaded mentoring initiative to hire and develop diverse junior talent

GSW, Columbus, OH | Senior Copywriter

2003 – 2005

- Created concepts and copy for J&J's Ethicon Endo-Surgery brand
- Helped launch award-winning internal and external rebrand

ADDITIONAL EXPERIENCE

Integer Group | Senior Copywriter

Erwin-Penland | Copywriter

AWARDS

Cannes Silver Lion – Stryker Campaign | Clio Award | Effie Award | Global Award | MANNYS Awards | Three-Time Best in Show – Columbus ADDYs | Copywriter of the Year – Greenville, SC

EDUCATION

University of Maine | BA, English & Creative Writing