

Tom Leach

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Professional Summary

Strategic Creative Director and Copywriter with 20+ years of experience in healthcare marketing and advertising. Proven track record of crafting compelling narratives that drive brand growth and market positioning. Expert in developing conceptual cross-channel creative campaigns for medical devices, pharmaceuticals, and consumer health brands.

Core Competencies

- Copywriting and Content Strategy
- Brand Storytelling and Narrative Development
- Strategic Planning and Execution
- Healthcare Marketing Strategy
- Healthcare Communications (HCP and DTC)
- Creative Direction and Campaign Development
- Team Leadership and Mentorship
- Digital Marketing and Traditional Advertising
- Cross-Channel Campaign Management
- Medical Device Marketing
- Pharmaceutical Marketing
- Rare Disease Marketing

Professional Experience

CEO and Copy Chief

Leach Copy, Worldwide | 2023 – Present

- Provide strategic creative direction for agency clients across healthcare and consumer sectors
- Develop cross-category creative solutions for Healthcare Professional (HCP) and Direct-to-Consumer (DTC) markets
- Create impactful campaigns blending humor, empathy, and scientific precision
- Manage client relationships and oversee creative team performance as needed
- Drive business development and new client acquisition

Senior Vice President, Creative Director

FGT Health, Columbus, OH | 2021 – 2023

- Drove agency growth from startup to \$3 million revenue in just over one year
- Served as creative partner and lead strategic resource for startup healthcare agency
- Developed comprehensive marketing strategies for emerging healthcare brands
- Led creative team and established creative processes and workflows
- Managed multiple client accounts and creative campaigns simultaneously

Vice President, Creative Director

Fingerpaint, Saratoga, NY | 2018 – 2021

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

- Collaborated with medical and scientific teams to ensure accuracy and compliance
- Managed creative budgets and timelines for multiple concurrent projects

Vice President, Creative Director

GSW, Columbus, OH | 2010 – 2017

- Creative lead for major pharmaceutical and medical device accounts including Johnson & Johnson, Takeda, UCB, Eli Lilly, and Stryker
- Managed and mentored team of Associate Creative Directors, designers, art directors, and copywriters
- Managed global creative campaigns for agency's largest business account from product approval to blockbuster status
- Created award-winning television campaign for Stryker's GetAroundKnee replacement system
- Increased Stryker's market share by 19% through innovative integrated marketing strategy
- Established "Idea Farm" initiative to enhance creative problem-solving capabilities and agency value proposition
- Served as agency ambassador and board member in local advertising organizations

Additional Professional Experience

GSW, Columbus, OH | 2003 – 2010

Senior Copywriter and Associate Creative Director

Mindpower, Atlanta, GA | 2000– 2003

Associate Creative Director

Integer Group, Atlanta, GA | 1999 – 2000

Senior Copywriter

Erwin-Penland, Greenville, SC | 1998-1999

Copywriter

Awards and Recognition

- Cannes Silver Lion Award (Stryker, 2011)
- Clio Awards
- Effie Award
- Global Award
- Three-time Best in Show – Columbus ADDY Awards
- MANNY Awards
- Copywriter of the Year – Greenville, SC (1998)

Education

Bachelor of Arts, English and Creative Writing

University of Maine