

josh tavlin

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2015-2017: global cd, tbwa/chiat

a creative lead on accenture, michelin and bank of new york/mellon, and thomson reuters. co-led intel win, co-created 2017 super bowl commercial for michelin.

2012-2015: freelance cd / copywriter

berlin cameron, bbdo, saatchi & saatchi wellness, publicis, propeller, webmd, darling advertising, sap, the thred agency, heartbeat ideas.

2011-2012: s.r.v.p. ecd, momentum, ny

creative leader of this experiential agency, which produced interactive concerts for american express; bottle redesigns and iphone apps and events for wm grant spirits; interior design for the 4a's; videos for google; plus, sponsorships, websites and shopper marketing.

during tenure, wins included porsche, tata and google. momentum was named agency of the year by client, wm grant & sons. and the american express sports sponsorship work was praised by cnbc as one of the best in sports.

1992-2010: sr.vp., group creative director, ogilvy & mather advertising, ny

lead digital and traditional efforts on american express, ibm and ibm global services, sap, nestle, the ny mets, glaxosmithkline, hershey, delta, miller beer and kraft, to name a few.

Instrumental in launching ibm e-business and getting mr. met on america's funniest commercials.

2007-2012: adjunct professor, the pratt institute

taught advertising in the form of apps, games, events and social networking.

hurrahs: cannes lion, communication arts, d&ad, addys, obies, more.

education: mcgill university