

Phil Gayter

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Profile

Award winning, Executive Creative Director with extensive international Advertising Agency experience. Global markets include Chicago, London, Tokyo, Oslo and Frankfurt. Achieved entrepreneurial success by winning new clients (in excess of \$200 million), establishing new creative capabilities within agencies and launching own full-service advertising agency in 2003. Scope of experience includes: creating and producing television campaigns, interactive and every aspect of print media. Special areas of interest include packaged goods, promotions, interactive and pharmaceutical.

A regular columnist for Screen Magazine: <http://viewfromthemo.blogspot.com>
Print portfolio: <http://philgayter2.blogspot.com>

Professional Experience

Nicholson Kovac Kansas City (Feb 1 2007 – Present) **Executive Creative Director**

Director and Partner of NK. Responsible for creative product and new business development.

Runs a department of 28 art directors, designers and writers. Responsibilities for the department include: creative development; strategic positioning; client interaction and presentations; agency PR; department hiring and firing. Agency Member WWP (World Wide Partners). Agency Management board member.

Clients include: 3M Medical diagnostics division; 3M Drug delivery systems; FMC Agriculture; Wellmark Blue Cross Blue Shield of Iowa; Fed Ex freight; Toro.

Spot the monkey! Inc. Chicago (Nov 2003-Present) **Director / Partner**

Wrote and directed film crews in Tanzania and Kenya for Abbott Laboratories, IL. Capturing the stories surrounding the launch and effectiveness of ARV Kaletra. The body of film was used for internal presentation; stock-holders meetings; Sales DVDs, educational DVDs and commercials.

Founding partner of Spot the Monkey Inc, a full service production/postproduction company. Directed National TV campaign for Beltone Electronics; TV campaign for The Comprehensive Health Education Foundation; directed Phil Jackson in commercial for The Positive Coaching Alliance wrote and directed "Kill the Product", a 'mockumentary' on the advertising industry, currently in pre-production for an original HBO series of the same name ("the Spinal Tap of our industry" - Joe Gallo creative Director Draft Worldwide); wrote and directed pilot 'The Jim Shorts Show'

Gayter Golianis – Chicago, IL (June 2003-Present)

Chief Creative Officer, Partner

Founding partner in full-service advertising and marketing communications company.

Management responsibility for full roster of clients, including Abbott Laboratories; Beltone Electronics; Dakota Beef; I Wish Inc; The Lake Forest Shop; Mercedes Benz of Chicago; North Federal Savings and Loans (now Diamond Bank) and the Positive Coaching Alliance.

Shooting Star, Lake Bluff, IL 2001-2003

Created own agency on the North Shore. Picked up one piece of National Advertising and 4 other local accounts.

Founding Partner/Chief Creative Officer

- Created TV and print campaign for Beltone Hearing Aids
- Created Abbott Access AIDS Africa film for Abbott Laboratories.
- Local agency for Marvin Windows
- Created Brand Identity and Advertising for 'Avant Gardener'.

Euro RSCG McConnaughy Tatham, Chicago, IL 1999-2001

The world's fifth-largest advertising agency network, is a global network of 221 agencies located in 75 countries throughout Europe, North America, Latin America, Asia Pacific, and the Middle East.

Executive Creative Director 1999-2001

- Created TV and print campaign for Red Lobster.
- Launched Beltone Hearing aids 'Listen again' campaign.
- Launched Midas 'We do that' campaign.
- Created 'Enjoy being a woman' Summer's Eve campaign
- Created Hillshire Farm Sausages TV and print campaign.
- Created award winning 'blue bag' recycling campaign for City of Chicago.
- Steered creative department safely through tumultuous management reshuffle.
- Set-up agency interactive division. Won Diamond Technologies/ Plaidmoon.com/ dr.joycebrothers.com.

Leo Burnett, Chicago, IL 1988-1999

A global network of brand-building marketing companies including full-service advertising agencies and capabilities in direct, database and interactive marketing, sales promotion, and public relations.

Creative Director 1994- 1999

- Created award winning advertising for: Coca Cola (Surge); Northwestern Hospital; Reebok and Allstate.
- Won \$200mm in billing in new business from Sony; Reebok and Celebrex.
- Worked with global partners in Tokyo, London, Oslo and Frankfurt.

Associate Creative Director 1988-1994

Chardonnay UK, London, England

Creative agency

Creative Director

- Ran Creative department for London agency.

Leo Burnett, London, England

Advertising Agency

Senior Copywriter

Davidson Pearce, London, England

Advertising Agency

Copywriter

- Worked as Art Director and Copywriter for this top London agency.

Education

BA (Hons) Manchester School of Art & Design. Manchester, England.

Technical Skills

Extensive experience with Photoshop, Illustrator, Indesign, Avid, Microsoft Word.

Painter/Illustrator: <http://philgayter.blogspot.com>

Professional Associations

Committee member, Art Director & Writers Club of Chicago.

Committee member, Art & Copy club of Kansas City.

Round table member Ingram's Business Journal.

Advertising consultant for The Gershon Lehman Group.

Community Service

Fox Nation Council and Chief of the Miami, Y-Indian Guides and Princesses program.
(Chief Running Wild!)

AYSO Coach and Referee (Soccer). Man U fan!

LFSA Parent coach.

Artist member. Artists on the Bluff. (Lake Bluff.) : <http://philgayter.blogspot.com>

Board Member. L.E.A.D. Youth substance abuse program North Shore Chicago.

Associations

Founding member of 'The Fourth Bedroom' a small business networking group for the North Shore of Chicago.

Honors/Awards

Has won: Effie; Mobius; Addy (Chicago and Kansas City); Windy; Clio; Cannes (finalist) London Television; ILR (Radio); Archive and Creative Milk Bottle.

Publications

Articles and interviews published in: Creativity Magazine; Screen Magazine, Ingram's, Sales & Marketing Magazine (SAM); Runner's World. Athletics Weekly.

Presentations

1996,'How to stay creative'.

Presentation to Kellogg Business School, Northwestern University, Evanston, IL.

'Michael Jordan isn't speaking tonight'.

Presentation the Lake Forest Sports Club, Lake Forest, IL.

"The Greatest Pandemic" an anecdotal presentation on the history and effects of HIV/AIDs in Africa, Olathe North High School, KS; Beth Shalom Youth Org. National conference Kansas City, KS.

Phil Gayter, November, 2008.