

JOSE ANDRADE

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- Top performing executive studio & digital director with 20+ years of multidisciplinary advertising & marketing experience with a focus in healthcare and pharma.
- An established leader with a history of success overseeing the build and evolution of complex technology infrastructures, developing creative departments, managing project lifecycles to ensure timely, high-quality deliverables.
- An outstanding communicator, capable of training, mentoring, and developing key talent, negotiating effectively with vendors, and collaborating across all organizational levels, as well as client presentations & relationships.
- A pragmatic visionary with a finger on the pulse of digital innovations & trends as well as established partnerships with key technology vendors and growing technical environments.
- A seasoned writer and presenter able to communicate complex concepts and ideas across audiences.

AREAS OF EXPERTISE INCLUDE:

- Technology & Studio Proficiency
- Studio Management
- Resource & Workflow Management
- Graphic Design
- Adobe Creative Cloud
- MS Office 365
- Project Management Platforms
- Communication Skills & Platforms
- Strategic & Analytical Thinking
- Leadership & People Management
- Creative & Innovative Mindset
- Software Development Leadership

EXPERIENCE & NOTABLE CONTRIBUTIONS

InGaugement LLC • New York, NY • September 2018 – Present

PRESIDENT

Initiated a holistic digital transformation, integrating creative and studio management. Led product delivery using Adobe Cloud suites: Creative, Document, and Marketing. Implemented Adobe Cloud across WPP Global, offering training and process optimization. Advised the C-suite on digital transformation strategies and emerging omni-channel trends.

Clients include: WPP, Ogilvy & Mather, JWT, Grey, Y&R, Twiddles, Elevate Health, Embedded Health, Drew University, HCB, Astellas

KEY ACCOMPLISHMENTS:

- Led and maintained an end-to-end implementation of Adobe Creative Cloud for Enterprise as well as Microsoft Office 365 across WPP Global. This includes working directly at the individual creative and technical business unit level to ensure focus, relevance, communication, and follow through.
- Integrated Adobe Creative Cloud and MS Office to elevate visual content and streamline workflows. Leveraged Adobe emerging technologies such as XD for design prototyping and combined with Office tools for enhanced collaboration. Achieved greater efficiencies, reduced turnaround times, and boosted team productivity

FLASHPOINT MEDICA (an Omnicom Company) • New York, NY • September 2015 – September 2018

VICE PRESIDENT | DIRECTOR OF CREATIVE TECHNOLOGY

Oversaw development and application of digital strategies, production and solutions, establishing and implementing clear direction regarding interactive and new media, web design/development, multi-channel marketing, social media initiatives and events. Directed and supervised studio and development teams, vendors, and low-cost providers across technology and creative initiatives.

Clients included: AbbVie, Amgen, Pfizer, Novartis, Genentech, Gilead, Johnson & Johnson, Takeda, Astellas

KEY ACCOMPLISHMENTS:

- Served as Technology Subject Matter Expert (SME) in client- and business-facing presentations and publications resulting in the deployment of 3 enterprise solutions, and the awarding of 4 new brand assignments and new business wins.
- Trained, mentored and managed cross-functional staff, providing performance evaluations and spearheading resolution to complex problems and conflicts. Revamped agency intranet and integrated LMS/L&D systems, collaborative add-ons, personalization options, as well as LDAP integration. This resulted in a boost of digital acumen, staff participation, as well as a streamlined environment for IT user management.
- Created an agency digital roadmap across creative and technical departments, capabilities, brands, technical/creative platforms/programming languages that resulted in the hire of 3 key new roles and the operationalizing of 2 new core capabilities.

ABELSON TAYLOR • Chicago, IL • October 2013 – September 2015

VICE PRESIDENT | DIRECTOR OF INTERACTIVE TECHNOLOGY

Led and managed deployment of digital tactics and strategies, provided effective project oversight/governance across all technology initiatives, collaborating closely with internal staff, clients and key stakeholders to ensure consistent evolution of agency's digital offerings, processes, and innovations. Subject matter expert representing technology arm of agency in presentations, symposiums, and publications. Shaped and lead a team of 50 + cross discipline digital experts, engineers, and programmers as well as project managers and producers. Launched a UX/UI practice from design to production.

Clients included: *AbbVie, AstraZeneca, Amgen, Daiichi Sankyo, Lilly, Pfizer, Teva, UCB, Vertex, Purdue*

KEY ACCOMPLISHMENTS:

- Using new Virtual Reality technologies, lead a team in creating a 360-experience used in an Oculus Rift and Google cardboard. In addition to a new business win, this also resulted in a new capability and deeper immersion into serious gaming.
- Enhanced overall efficiency and client satisfaction through effective representation of agency's technology arm and the coordination and delivery of insightful and engaging presentations. This led to the publishing of several articles in key industry publications as well as being awarded several client white papers and point of view assignments.
- Established new agency partnerships with key technology vendors (IBM, Microsoft, Adobe, Salesforce, 4A's). Assigned as a board member and business partner on several key partner initiatives.
- Crafted Veeva CLM innovations to enhance client representation CRM/CLM efforts.
- Led the rollout, training, and deployment of Adobe Creative Cloud

MEDICUS LIFE BRANDS (a Publicis Company) • New York, NY • December 2009 – October 2013

TECHNOLOGY & Studio DIRECTOR

Managed and directed digital tactics, interactive and new media, out-of-home, graphic design, brand identity and awareness, collateral, web design & development, web and social media marketing and events. Spearheaded establishment and evolution of technology infrastructures and business strategies and served as project oversight leader for production of all print and digital services. Served on corporate task forces to improve standards and efficiency.

Clients included: *Shire, Abbott, Gilead, Sanofi-Aventis, LungRx, Auxilium, AstraZeneca*

KEY ACCOMPLISHMENTS:

- Worked closely with IT and HR to train, deploy, and evangelize Adobe Creative Cloud as well as the fledgling Adobe Marketing Cloud. Presented case examples and demos at Adweek and AdobeMAX
- Architected a modular interactive sales aid system that allowed for the easy creation, collaboration, and deployment of content. At the announcement and launch of the system at a client national sales meeting, we were able to iterate nimbly and in parallel push new and segmented content in a matter of minutes without a mobile device management (MDM) system.
- Delivered numerous client-facing presentations representing the digital arm of agency for new business, new initiatives, strategies, and ongoing dialogues.
- Assisted in the structuring of a near-shore production facility.

TRIBAL DDB • New York, NY • August 2009 – November 2009

OPERATIONS MANAGER (Contract Role)

Managed infrastructure and resources and oversaw all schedules and team calendars, delegating assignments, and tasks across multiple brands to ensure optimal efficiency.

Clients included: *Don Julio, H&R Block, Merck, Novartis, Johnson & Johnson, Abbott*

KEY ACCOMPLISHMENTS:

- Cultivated strong and productive vendor relationships, resulting in increased reliability and cost efficiency.
- Established a cross-discipline resource system using automated as well as manual methods to ensure accurate staffing, resourcing, and task delegation, as well as create and house document templates
- Collaborated effectively with Project Management, Creative and Finance Department, and Account Representatives to ensure effective management of resources and time, resulting in increased quality and timeliness of deliverables.

NITION DESIGN (a Chandler Chicco Company) • New York, NY • April 2004 – August 2009

TECHNICAL CREATIVE SERVICES DIRECTOR

Maintained full responsibility and accountability for all print and direct advertising initiatives. Implemented key processes, policies, and marketing strategies, enhanced administrative and technical infrastructure through development of business and staffing plans, and implementation of file sharing systems and archival/de-archival systems. Oversaw all studio functions, including project strategy, task delegation, time and budget estimations, staff training, people/process management, and P&L.

Clients included: *Olympus, Coca-Cola, Genzyme, Novartis, Novo-Nordisk, Pfizer, Sanofi-Aventis, Allergan, UCB*

KEY ACCOMPLISHMENTS:

- Launched a full-service Graphic Design, Interactive & Production Division, and developed and implemented a service list and rate card to include print, mechanical art, web, video, new media, interactive, new business, graphic design, and production services, resulting in increased business and generating substantial additional revenue.
- Led development teams that resulted in winning 3 Webby Awards.

Prior experience included: Studio Services Manager for Inergy Group (NY, NY), and Studio Manager for Foote, Cone & Belding (NY, NY).

EDUCATION & CERTIFICATIONS

Disruptive Strategy Certificate
HARVARD SCHOOL OF BUSINESS

Advanced Graphic Design (Milton Glaser)
SCHOOL OF VISUAL ARTS

Bachelor of Arts, Advertising & Design
PRATT INSTITUTE

Web Tools & Technologies Certificate
UNITED DIGITAL ARTISTS

Production Art Technology Certificate
DUPONT SCHOOL OF GRAPHIC ARTS

Desktop Publishing Certificate
DESIGN ON DISK

AWARDS & AFFILIATIONS

Featured Presenter & Speaker:
AdWeek, AdobeMAX, MM&M Skill Sets Live

Published Writer in:
MedAd News, MM&M, Pharmavoice, Pharma360

Lead Architect & team lead (4 Websites):
Webby Awards

Spokesperson & Featured Speaker:
Seybold Seminars, CreativePro.com

Member Of:

4A's Creative Technology Committee | Adobe Agency Partner | IBM Agency Partner |
Graphic Arts Guild American Institute of Graphic Arts (AIGA) | Art Directors Club (ADC) |
Type Directors Club (TDC) | One Club

<https://www.jacreatech.com/> | www.linkedin.com/in/jacreatech/

References upon request