

Bradley H. Olsen-Ecker, Creative Director/Art Director

341 Sound Beach Avenue, Old Greenwich CT 06870

203.219.8724 olsenecker@optonline.net

profile

Creative thinker with a proven track record of producing successful advertising campaigns and building global brands

core competencies

Concept • Marketing • Branding • Design • Art Direction
TV • Print • Web

career highlights

Helped build Ruth Sherman Associates, LLC into a global brand.

olsenecker.com, CT, 2006-present

President, Creative Director: Microsoft, Panasonic, Dolce Resorts, Women's Business Development Of Connecticut, Ruth Sherman Associates, LLC, Scrimshaw Restaurant and projects from major U.S. ad agencies

The launch of Centrum Performance with TV, print and website provided a five share in the marketplace.

Carrafiello Diehl & Associates, Inc., NY, 1999-2006

Senior Vice President, Senior Art Director: Wyeth (Centrum, Centrum Silver, Centrum Performance), FiberCon, Spic 'N Span, Compound W, Clear Eyes, Chloraseptic, Cutex, March Of Dimes, Burke Smart Fitness.

- **New Product Launches:** Centrum Performance, FreeLax, CarbAssist, Clear Eyes, Cutex, Chloraseptic, Compound W
- **Relaunch of Major Brand:** Spic'N Span
- **Repositioning of Mature Brand:** Centrum Silver

The repositioning of Centrum Silver grew revenue by double digits per year.

Industry leader in first year of launch

Saatchi & Saatchi (Klemtner Advertising), NY, 1998-1999

Vice President, Senior Art Director: Pharmacia & Upjohn (Detrol Worldwide, Professional and Consumer)

- **New Product Launch:** Detrol

Won the Wyeth Orudis account worth \$20M and built it into a \$90M account in under two years.

Partners & Shevack, NY 1992-1998

Vice President, Associate Creative Director: Pfizer (Visine), Arm & Hammer, Wyeth, NatWest Bank, Dutch Boy Paints, Apex Apparel, Oldsmobile, Major League Baseball, Mead Paper Products, Scotts Lawn Products, J&H Marsh & McLennan

- **New Product Launch:** Orudis (Wyeth), Visine Moisturizer, Arm & Hammer Peroxicare and Wide-Stick Deodorant
- **Corporate Merger Launch:** J&H Marsh and McLennan merged into a single global insurance provider
- **Matching Roger Clemens, Ozzie Smith and Cecil Fielder of Major League Baseball with the National Education Association produced TV spots that got children reading during the summer months**

One month after the launch of Zithromax, sales were \$30M and grew into a billion dollar brand.

Cline, Davis & Mann, NY 1990-1992

Senior Art Director: Pfizer Labs (Zithromax), Mikimoto Pearls, Lifetime Television

- **New Product Launch:** Zithromax (designed product logo, packaging, TV and print)

In the first year after launching the "Pride and Joy" campaign for The Bahamas, African American tourism grew 20%

Caroline Jones Advertising, NY 1987-1990

Senior Vice President, Creative Director: Reebok, Royal Caribbean, Bic, Sony, Prudential, The Bahamas, Ryder Trucks, American Express, Greyhound, Bulgari

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Clairol's Professional Line became the industry leader.

Gleckler & Spiegel, NY 1984-1987

Vice President, Associate Creative Director: Clairol, Porsche/Audi, Parfumes de Coeur

■ **New Product Launch:** Clairol Professional Line, Clairol "Pizzazz" Color Mousse, A full line of Parfumes de Coeur Perfumes

Selected Linda Carter (Wonder Woman) to be the company spokesperson.

The Marschalk Company, NY 1982-1984

Senior Art Director: Maybelline, Gillette, Smirnoff, Sprite, Stroh's Beer

■ **New Product Launch:** Maybelline Moisturizer, Gillette Body Bath

The new direction for the "I Love New York" campaign grew tourism 25% in one year.

Wells, Rich & Greene, NY 1981-1982

Senior Art Director: New York State, Max Factor, Hush Puppies, Benson & Hedges, Warner

■ **New Product Launch:** Max Factor Blushes, Benson & Hedges 100's, Hush Puppies Casuals

Tuxedo and Lauren were the first ads and TV spots for the Ralph Lauren Brand.

Leber Katz Partners, NY 1978-1980

Senior Art Director: Ralph Lauren, Vantage, Lenox China and Crystal, Wamsutta, Bonnie Bell, American Fur

■ **New Product Launch:** Ralph Lauren's Tuxedo and Lauren fragrances, Day/Night/Active Makeup, Bonnie Bell Eye Openers

I was there at the dawn of MTV. Enough said.

CBS Records, NY 1976-1978

Director of Advertising and Creative Services: National campaigns and music videos for CBS roster of recording artists

■ **Launched Major Artists:** Elvis Costello, Nick Lowe, The Clash, Earth Wind & Fire, Meatloaf and many others

■ **Continuing Development of Major Artists:** Bob Dylan, Ringo Star, Barbara Streisand, Paul Simon, Barry Manilow, Aerosmith, Billy Joel and many others

The Kodak Producer series featuring such directors as Steven Spielberg, Francis Ford Coppola, David L. Wolper and John Frankenheimer was so successful it ran for 20 years. (It also sold a lot of film.)

J. Walter Thompson, NY 1973-1976

Senior Art Director: Kodak, Scott Paper, Bausch & Lomb, Halston, Ford

education School of Visual Arts, NY, Pratt Graphics Center, NY, Chicago Graphics Institute