

NAME: Carl Shand
 ADDRESS: 9 Wembury Road, Highgate, London N6 5PU
 TELEPHONE: (M) 07850 671 707
 EMAIL: carlshand@mac.com

- > Award winning creative, who has worked in some of the world's leading ATL and BTL agencies
- > Natural leader with excellent management, creative and production skills

Awards

DMA	Winner	Royal Mail Incentives pack
DMA	Winner	Microsoft 'Photobooth Pack'
DMA	Finalist	Skoda Octavia Mailpack
JOHN CAPLES	Finalist	The Watch that Bent the Rules Frank Muller Watches
NEW YORK FESTIVAL	Finalist	The Watch that Bent the Rules Frank Muller Watches
PRECISION MARKETING	Finalist	Project Punt – British Airways
PRECISION MARKETING	Finalist	Miniatures Promotion – Glenlivet
WINNING BY DESIGN	Finalist	B2B Corporate Communication – Defacto

Career to date

JAN 2006 – PRESENT **CREATE***
 INTEGRATED AGENCY

CLIENTS: HHCL Kazakh Vodka, Onis Limited, ICG-PLC, KCI Medical

TITLE Creative Director.

Although trading in October 2005, Create* was officially launched in January 2006. Having worked with Create* on a series of successful new business pitches the founder approached me to manage all aspects of the creative product

ACHIEVEMENTS As part of a core three man team, we secured an additional £450,000 worth of business in 2 months from one of our founding client KCI Medical.

FEB 2004 – JAN 2006 **WHITE**
 INTEGRATED AGENCY

CLIENTS: Create*, HHCL Red Cell, HHCL Red Cell, KB49, Chemistry, MCB D Elvis, Creative Partnership Marketing, Disney (Jetix Consumer Products), Kazakh Vodka.

TITLE Creative Director.

As co-founder of White I managed all aspects of the creative product, encompassing a broad cross section of on and off-line communications. White embraced the same media neutral creative principals that made Comfy Sofa an international success.

ACHIEVEMENTS Rebranded Jetix Consumer Products – a Disney sub-brand – by creating a global brand identity, International advertising and tactical promotional literature.

MAY 2000 – FEB 2004 **COMFY SOFA**
 MEDIA NEUTRAL CREATIVE CONSULTANCY

CLIENTS: MCB D, Grey Advertising, EHS Brann, Torre Lazur McCann, McCann's, HTW, WCJ, AIS, Liquid Communications, WDMP, KB49, Atkins, Virgin Cars, Cantor Fitzgerald, RHR Group PLC.

TITLE Creative Director.

As founder of this unique media neutral creative consultancy our offering was focussed on ATL and BTL conceptual creative, design/branding and typography. Our philosophy of 'purity of thinking' attracted clients from a broad range of business sectors.

ACHIEVEMENTS We believe our offering was unique in the UK.

SEPT 1999 – APRIL 2000 **TBWA/GGT**
 ADVERTISING AGENCY

CLIENTS: Natwest, Alliance & Leicester, House of Fraser, nPower, Marks&Spencer, Vauxhall.

TITLE Design & Type Director.

As design director for Natwest, Alliance & Leicester and Vauxhall I was also assigned responsibility for overseeing all typographic output for the agency.

ACHIEVEMENTS Shifted client/agency perception of design & typography from 'nice-to-have' to an essential marketing tool.

JUNE 1998 – SEPT 1999 **GREY DIRECT/JOSHUA**
 ADVERTISING AGENCY

CLIENTS: Toyota, Pedigree, Lexus, Nokia, Microsoft, Cable & Wireless, Royal Mail, British Airways, Henri Wintermans, FTSE, Lipovitan, Mates, Barclays, Amnesty International.

TITLE Design & Type Director.

My brief was to 'raise the bar' of the traditional creative product in addition to presenting to clients the agencies new offering of design and branding.

NOVEMBER 1997 – JUNE 1998 **RAPIER**
ADVERTISING AGENCY

ACHIEVEMENTS Grey Direct's creative department won two DMA awards and one Precision Marketing. In addition I won a four way pitch including Saatchi & Saatchi and WWAV to rebrand Lexus.

CLIENTS: Cable & Wireless, Eurostar, BBC, Direct Line, Barclays.

TITLE Director of Typography & Studio.

Cable & Wireless pushed for the agency to improve the quality of its design output. My role was not only to fulfill this objective but also to develop the creative offering of the agency and the studios financial performance.

ACHIEVEMENTS Designed Cable & Wireless PhaseII launch in the UK. Acknowledged as one of the largest marketing campaigns of its time.
The studio increased its profit over six months by 142% on the half year figures.

APRIL 1996 – NOVEMBER 1997 **CARLSON**
ADVERTISING AGENCY

CLIENTS: Britannia, British Airways, BAA, BT, Citroën, Disney, EIU, Eurostar, Hulton Getty, Kenco, KLM, Le Shuttle, Oracle, Yellow Pages.

TITLE Director of Typography & Design.

My brief was to raise the standard of the creative product within the creative department whilst also increasing the financial performance of the design studio.

ACHIEVEMENTS The agency won its first ever awards within 6 months of my arrival, a DMA award plus one New York Festival award.

1995 – 1996 **MHA CARLSON**
ADVERTISING AGENCY

CLIENTS: Citroën, Britannia, KLM, Northwest Airlines, Unity.

TITLE Head of Design Studio and Typography.

Carlson was a very cost conscious environment with the creative product low on the agencies agenda. With these restrictions my role was to maximise the profitability of the design output.

ACHIEVEMENTS The studio returned a profit of 160% within nine months from the previous years figures. There were also significant new business increases from existing clients.

1994 – 1995 **O&M DIRECT**
ADVERTISING AGENCY

CLIENTS: American Express, BT, BUPA, British Gas, Eagle Star, IBM, Microsoft, Ponds.

TITLE Designer/Typographer

Designer for global advertising campaigns along with European B2B and B2C DM.

ACHIEVEMENTS One of six founder members of Design Direct – which Comfy Sofa was modelled on – now one of the leading profit making centres within WPP.

1993 – 1994 **KEVIN MORLEY MARKETING**
ADVERTISING AGENCY

CLIENTS: British Dyslexia Association, Ealing Health, Hi-tech, Rover, Sally, Schloer.

Lead designer for high profile start up agency.

1989 – 1993 **O&M DIRECT**
ADVERTISING AGENCY

As previous 1994 - 1995

Typographer, Illustrator and mac designer on leading global brands.

1985 – 1989 **KENT & SHAW**
TYPOGRAPHIC STUDIO

CLIENTS: BWB, FCO, BMP, Saatchi & Saatchi, Conran Design Group, Ehrenstrahle, Lintas.

Served my apprenticeship with one of the most established typographic studios in London.

Education & Qualifications

1982 – 1984 HARLOW TECHNICAL COLLEGE

East Anglian Diploma in Graphic Design, East Anglian Diploma in Book Design, General Art & Design Diploma

1977 – 1982 LATTON BUSH COMP. SCHOOL

A Level Art, 0 Level English, 0 Level English Literature, 6 CSE's

INTERESTS

Cycling. Literature. Film. Tennis.

TEACHING/LECTURING

Bucks College Advertising & Design Courses

REFEREES

Andy Blackford, Executive Creative Director – KB49.

Nigel Kent, Managing Director – Design Direct (O&M) New York.

Richard Bagnall-Smith, Global Marketing Director – Christie's