

MICHAEL LEOPOLD

2051 N Halsted St, Chicago, IL | 917 547 2360 | maleo21@yahoo.com | michaelleopoldcreative.com

Specialties: Brand Building & Strategy | Integrated Marketing | Leadership | Entrepreneurship

EXPERIENCE

Jan '09 - Present <LEOPOLD BRANDING, NYC & Chicago> Creative & Strategic Consultant

- Agencies include: FCB Health, Grey, Havas, Publicis Health, Concentric, McCann, Saatchi & Saatchi Wellness, Calcium, Heartbeat
- Clients include: Novartis, Otsuka, BMS, Amgen, Roche, Abbvie, Ferring, Galderma, UN Foundation, Virgin Mobile Latin America

Apr '17 - Present <MATTER, Chicago> Creative & Strategic Mentor/Consultant

- I mentor and consult with a number of the 200+ start-ups within the healthcare incubator on strategic and creative needs, incl branding, reviewing marketing materials and investor decks, and guiding companies on their corporate narrative
- Partner with Tell Health to develop their corporate voice and brand materials, and tell their story for Series A financing

Feb '16 - Nov '19 <EDELMAN, Chicago> SVP, Creative Director

- Launched Synergy's Trulance; it's marquee element, "The Poop Troop" app, had over 100,000 downloads and Top 10 medical apps
- Led ASHA's "YesMeansTest" campaign; it's marquee video had over 4.2MM views; media reached over 1.3B readers
- Led Hologic's "Change This Stat" campaign; featured Erin Andrews as its spokesperson; featured on Good Morning America
- Led Pfizer GPD's "The Power of You" campaign to better communicate its new value proposition
- Led Big Ten Pharmacy Schools first ever initiative to raise the profile of their schools' unique partnership and offerings
- Led Medtronic ILS's division platform development to better align them with the Medtronic corporate voice
- Led numerous new business wins incl Merck KGaA, Pfizer, Lilly, Synergy, Big Ten Pharmacy, Medtronic, and Hologic
- Partnered with Chicago senior health leadership team to re-align the practice for future growth
- Won 5 industry-wide creativity awards
- Increased the health creative group by 500%

Jun '04 - Jan '09 <HARRISON & STAR, NYC> SVP, Creative Director

- Managed the largest global launch in Genentech's history, Lucentis, exceeding their sales goals by over 350% in the launch year
- Took charge of the digital retouching dept. and increased revenues over 400% to \$1.25M within 2 years
- Led the development of the tablet PC for Abbott's Kaletra, the test case for all Abbott brands
- Led a group of 20 creatives managing over 5 brands and countless new business pitches
- Led development of Copaxone's new branding after 7+ years of the same stagnant campaign
- Launched Aluvia (Abbott) for developing countries as part of the Clinton Global Initiative (CGI)
- Implemented several internal initiatives, incl a re-design of the creative dept, to create a more positive and collaborative culture

Mar '99 - May '04 <CDM, NYC> VP, Creative Group Supervisor

- Developed integrated programs for several multi-billion dollar brands: Norvasc, Lipitor and Neurontin (all Pfizer); and Aranesp (Amgen)
- Created and produced national TV commercials for BenGay (Pfizer)
- Developed lead campaigns for new business wins including Rebif (Pfizer/Serono) and Femara (Novartis)
- Developed and taught internal creative classes, then mentored and transitioned several students into agency art directors

Mar '95 - Feb '99 <GIGANTE VAZ PARTNERS, NYC> SVP, Senior Art Director

- Developed national TV, print ads, and collateral material for Ricoh U.S. and all materials for Nielsen & Bainbridge
- Developed and implemented all marketing materials for Cumbres and Toltec (LatAm shoe co.) in the U.S. market
- Pitched and created a national TV commercial for The Partnership for a Drug-Free America
- Participated in all new business pitches (Stolichnaya, Luksusowa, Pepe Jeans, TAP Air Portugal, etc.)

EDUCATION

THE SCHOOL OF VISUAL ARTS, NYC Post-graduate studies in advertising, graphic design, and typography

FRANKLIN & MARSHALL COLLEGE, Lancaster, PA B.A. in Fine Arts with a minor in biology as part of the Pre-Med program

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AWARDS

- **2018 MM&M Awards:**
 - **Gold** Best Digital Initiative for Consumers for Synergy’s “Giving Your Poop a Voice”
 - **Silver** Best Use of Public Relations for Synergy’s “Giving Your Poop a Voice”
 - **Silver** Best Disease Education Campaign for Hologic’s *#YesMeansTest*
- **2018 SABRE Award, Gold:** Not for Profit for Hologic’s *#YesMeansTest*
- **2017 Shorty Award for Social Good:** Best Health & Fitness Campaign for Synergy’s “Giving Your Poop a Voice”
- **2013 Grand Prix Award:** Deauville Green Film Festival, Normandy, France for “Black Inside – Three Women’s Voices”
- **2012 Best PSA:** Moondance Film Festival, Tribeca, NYC for “Black Inside – Three Women’s Voices”
- **2007, 2008 Bluenose Awards:** Internal H&S creative award, as voted by peers
- **2005, 2006, 2007, 2008 Rx Awards:** Genentech pre-launch campaign, Genentech Corporate Commitment campaign, Genentech Eye-Q poster series, and Synagis global brand kit
- **2003 Doctor’s Choice Award:** Aranesp launch ad (oncology indication)
- **2001 Gold Creativity 31 Award:** Norvasc’s “Risk Factor Face-Off” game
- Invented/designed and obtained a functional U.S. patent for an erratic bouncing ball and game ([Patent#: 5,028,053](#))