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For nearly three decades, I have helped agencies prosper, brands flourish, and creative people become better at what they do.

November 2015 – Present

Paradise Advertising

Vice President, Chief Creative Officer

In the fall of 2015, I was offered the position of Chief Creative Officer at Florida's premiere travel and tourism agency and decided to make a new life in warmer climes. At Paradise, I supervise the creative output of this 3-office, 40-person agency while playing a hands-on role in the creation of campaigns for a variety of destinations and luxury brands.

Clients include:

Naples, Marco Island and the Everglades – the premiere luxury destination on Florida's Paradise Coast. (B2C)

Amelia Island – an enchanting island on Florida's Atlantic coast. (B2C)

Space Florida/We Are Go Florida – the state agency charged with increasing tourism to Florida's Space Coast. (B2C)

Daytona Beach – the Original American Beach on Florida's Atlantic coast. (B2C)

Visit Tampa Bay – the council charged with increasing tourism to the Tampa Bay region. (B2C, B2B)

2008 – November 2015

Eric Mower and Associates

Senior Partner, Executive Creative Director

In May of 2008, MRA combined with EMA. Three years later, I was promoted to Executive Creative Director. In my current role, I am responsible for the entire creative output of EMA's 250-person, eight-office network.

Clients include:

BlueCross BlueShield of Western New York – the region's largest health insurance company. (B2C)

KeyBank – the 22nd largest bank in the United States. EMA is one of two partner agencies for this growing financial institution. (B2B)

Angel Soft Facial Tissue – a division of Georgia Pacific. (B2C)

Breyers Ice Cream Toppings – a licensed product offered by Signature Brands. (B2C)

Hofmann Hot Dogs – Central New York's most beloved wiener. (B2C)

Maid of the Mist – the iconic American boat that has been shuttling people to the base of Niagara Falls for over half a century. (B2C)

Transitions – the nation's leading adaptive lenses brand. (B2C, B2B)

Motorola – the world's leading provider of Enterprise Mobility solutions for retail, healthcare, transportation & logistics, and manufacturing. (B2B)

Community Bank – a fast-growing regional bank with branches in New York State and Pennsylvania. (B2C)

Masimo – Manufacturer of leading edge non-invasive patient monitoring technologies for health care. (B2B)

Caesars Pocono Resorts – couples-themed resorts in Pennsylvania owned by Starwood Resorts. (B2C)

The Food Bank of Central New York – a Feeding America affiliate serving 11 counties throughout upstate New York. (B2C)

Destiny USA – the largest retail and entertainment destination in New York state. (B2B)

1990–2008

The MRA Group

Chief Creative Officer

Hired as a junior copywriter, I ultimately helped grow this eight-person local advertising agency to a 60+ employee, \$80 million regional agency.

Clients included:

FedEx Kinko's – document solutions provider for business. (B2B)

Sallie Mae – the nation's leading provider of student loans. (B2B, B2C)

McNeill Consumer Healthcare -- manufacturers of Tylenol PM. (B2C)

Bausch & Lomb – Worldwide leader in eye health. (B2C)

Schering-Plough – Global leader in veterinary pharmaceuticals. (B2B)

Medquist – provider of medical transcription services for healthcare. (B2B)

Welch Allyn – healthcare's most trusted name in diagnostic equipment. (B2B)

St. Joseph's Hospital –cardiac care specialists in upstate New York. (B2C)

Community General Hospital – acute care hospital in upstate New York. (B2C)

Frontier Communications – wired and wireless telecommunications. (B2B, B2C)

Gold's Gym – local franchise of the most recognized name in fitness. (B2C)

Turning Stone Casino Resort – gaming and entertainment enterprise of the Oneida Indian Nation. (B2C)

Syracuse Stage – regional professional theater. (B2C)

Charlie Brown's Steakhouse – 50-location steakhouse chain. (B2C)

Colgate University – one of the leading liberal arts universities in America. (B2C)

Handheld Products –(now Honeywell) a leading manufacturer of data collection devices. (B2B)

Leigh Baldwin & Company – regional investment brokerage firm. (B2C)

2002-2007

Syracuse University

S.I. Newhouse School of Public Communications

Adjunct Professor

I taught juniors in SU's advertising program how to create and sell a great ad. I found out which ones were meant to be AEs, which ones were meant to be creatives, and which ones were meant to work for me. (I hired two of my students immediately after graduation.)

1988–1990

Sage Marcom

Copywriter

Wrote a wide variety of marketing materials for a number of business-to-business accounts.

Clients included:

Carrier Corporation (B2B)
ETL Testing Laboratories (B2B)
Utica National Insurance (B2B, B2C)
Chicago Pneumatic Tool Company (B2B)

1986-1987

The American Consulting Corporation
Copywriter

Wrote marketing materials and developed promotional ideas for a wide variety of national and international brands.

Clients included:

Oscar Mayer, William Grant & Sons, General Foods, General Mills, Pepsico Wines and Spirits, Stolichnaya, Coors, Paul Masson, Frito-Lay, and Mattel

1982-1986

School of Visual Arts
B.F.A., Communications

Attended on a full-tuition, four-year academic scholarship based upon competitive written examination.

Awards

Visit Florida Flagler Awards, HSMAl Adrian Awards, National ADDYs, District 2 and District 4 ADDYs, Silver Anvils, TELLIES, and more.

Random Stuff About Me

At 40 years of age, after wanting to be in a band my whole life, I learned to play guitar and started a band called Crankdaddy. Our debut gig was at CBGB. (I'd be glad to give you a CD if you'd like.)

A client once told me the campaign I created for them helped transform their entire company. Hearing this was better than any creative award I've ever won.

I was an intern on "Late Night with David Letterman," where I made on-air appearances as The Smartest Man in the World, The Fugitive Guy's Fat Son, Buddy the Peace Through Dramatization Player, and Tom, The Intern with the Hammer Thing Hitting His Head.

I've smashed guitars onstage at Irving Plaza and the Nokia Theater.

Creative people I've hired and mentored have gone on to do great things at DDB, The Martin Agency, Odopod, Brunner, and Digitas Health.

I have two tattoos. For now.