

**MICHAEL METH**  
*Brand and Marketing Communications Strategist*  
*Creative Director/Writer, Speechwriter and Coach/Stage and Video Director*  
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## **CAREER HISTORY**

### **1993 - Present -- INDEPENDENT CREATIVE DIRECTOR/WRITER**



Clients and projects include:

- **AUTOMOTIVE**

**Audi of America** – 8 Dealer Meetings, Press Launches, Experiential Marketing Events, Online Brand Activation, Sponsorships, Product Launches A4, TT, Q5, Q7, A5, A8

**BMW of North America** –6 Retail Business Meetings, Press Events, Dealer Announcement/Product Launches: 3 Series, 5 series, X5, M3 Sedan, Z3 2.8, LT Motorcycle. Creative and Executive Producer

**Lincoln Motor Company** – Consumer Experience National Tour

**Nissan** – North American Auto Shows Exhibit and Content

**Mercedes-Benz** – SMART Brand Dealer Preview

**Toyota** – 3 Dealer Meetings

**Ford** – Public Relations/Re-branding campaign

**GM Asia** – Shanghai Auto Show Content

**Oldsmobile** – Dealer Announcement Meetings

**Volvo** – Brand Image film, New Retail Experience (Dealership Facility) Launch, Customer Experience Tour, Employee Culture Change Campaign/Training Design

**Fiat** – Press Launch and Consumer Street Experience

- **CONSUMER PRODUCTS**

**McDonald's**: 7 Worldwide Franchisee Conventions, 14 Manager's Conventions, Public and Press Events

**Pepsi-Cola**: 100th Anniversary Event

**Gillette** – Sensor, Sensor for Women, Gillette Series, and Mach 3 Launch Events

**Staples** – North American Manager's Experience

- **INSURANCE/FINANCIAL/REAL ESTATE**

**Coldwell Banker** – 7 International Business Meetings  
**Century 21** – 4 International Business Meetings  
**Fitch Ratings Service** – Thought Leadership/ Investor’s Event  
**Marsh & McLennan Companies** – Global Town Meeting  
**Robin Hood Foundation** – Investor’s Conference  
**Thai Farmers Bank** -- Thailand International Exposition  
**State Farm** -- 3 Agency Conventions -- US Tour  
**New York Life** -- 150th Anniversary Event at Radio City

- **MEDIA/ENTERTAINMENT**

**Cablevision Systems:** Management & Sales Meetings. Creative & Producer  
**ESPN** – Upfront Presentations  
**Showtime Networks** – Programming and Sales Conferences  
**MTV Networks** – Upfront Presentations  
**American Movie Classics** – Upfront Tours  
**Radio City:** “World’s Biggest Kickline” Brand Activation Experience  
Creative/Producer

- **PHARMACEUTICAL/HEALTHCARE**

**Abbott Laboratories** – National Sales and Marketing Event  
**Pfizer** – Worldwide Primary Care Launch, Cardiovascular Sales Force Launch  
**Philips HealthTech** – Thought Leadership Event  
**Novartis** – Product Launches  
**Sanofi Aventis** – Employee Communications, Patient Engagement, Brand Activation  
**AstraZeneca** – Cardiovascular and Central Nervous System Product Launches and Meetings, Leadership Meetings, All-Company Meetings, Ongoing Field Communication Programs, On-line Employee, Provider and Consumer Engagement Campaigns, Experiential Events for Patient and Community Outreach, Brand Activations

- **PUBLIC AFFAIRS/NON-PROFIT**

**U.S. Department of Defense, Office of the Secretary of Defense** – Development, writing and production of media and presentations for public outreach by senior civilian and military officials on subjects such as the War on Terrorism, Iraq/Afghanistan, and United States Defense policy.  
**National Cable & Telecommunications Assoc.:** New Technology, Education, and Customer Service Initiatives, Public Affairs and Consumer Outreach Program Launches, Media Literacy Program Development and Creation, Live Television Specials, Educator Awards. Strategist/Creative/Producer

**YMCA of the USA** - General Assembly event for 5000 CEOs, Staff and Volunteers.  
Creative Director of Live Experience and all Traditional and Social Media, Writer,  
Stage and Video Director

- **TECHNOLOGY**

**Xerox** – Customer Events, Sponsorship Activation, National Sales Meetings, Press Events, Thought Leadership/Brand Repositioning Events, Analyst Meetings, Branding Campaigns, Product Launches for Office and Production Equipment and Enterprise Services, On-Line Viral Marketing, Brand Activation and Customer Engagement Campaigns

**IBM** – Sales and Scientific Recognition events

**Sun Microsystems:** Enterprise Computing Launch, Ultra Product Launch, Sales and Recognition Events

**Best/Sage Software:** Launch of new generation ACT!

**Infor Software:** Worldwide Sales Conference

**Canon** – Office and Photo Groups: Digital Solutions Forums, Product Launches, Consumer Electronics Show - Press and Public Events

**EMPLOYMENT HISTORY**

***CARIBINER, INC....New York City***

***Vice President, Senior Creative Director.***

Responsible for creative oversight of proposals and projects, management of creative staff and hands-on creative direction of specific projects.

***THE CREATIVE ESTABLISHMENT, INC....Chicago, Illinois***

***Executive Creative Director, Writer/Producer.***

***TAKE TEN, INC....Chicago, Illinois***

***Writer/Producer, Coordinator, Media Programmer.***

***U.S. CONFERENCE OF MAYORS/ U.S. CONGRESS... Washington, DC***

***Writer/Researcher***

**EDUCATION**

***Georgetown University. BA cum laude. Government/Economics and Theatre.***

***Dixon Medal for Theatre. Alpha Sigma Nu Honor Society (Jesuit University Phi Beta Kappa).***

- George Washington University...Graduate Level Stage Direction
- The Second City Chicago...Improvational Comedy

**SELECTION OF INDUSTRY AWARDS**

***Public Relations Society of America – Event of the Year***

***Event Marketer Magazine – Best Event of the Year***

***Corporate Event Magazine - Judge's Choice Event of the Year  
8 Telly Awards (Writer/Director)***