

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)***