

# Sterling P. Sanders

in @sterlingsanders

## I MAKE IDEAS REALITY

I build high-touch, high-performing, storied brands with imagination, creativity, and strategy. I am an expert in getting people to know, like, care and trust brands. My work has engaged over 14B people. For the last 20 years, I've worked with some of the world's greatest marketers, using vivid new ideas, versatile concepts, and innovations on the bleeding edge of possibility to more closely connect businesses to consumers for explosive performance.

## EXPERIENCE

### EXECUTIVE CREATIVE DIRECTOR, HEAD OF SOCIAL & DIGITAL ACCENTURE SONG SEP 2022—CURRENT

➤ Built and led creative for Accenture Song's new Social and Digital Practice, from concept-through-execution.

Wrote foundational social brand story, strategy, capabilities, client pitch, and go-to-market plan that repositioned the company to better clarify its capability, point-of-view, purpose and vision with clients, while aligning Song's values with brand. Retooled business development storytelling. Refocused the creative aspects of the business on long-term client relationships, innovation, futures development, storytelling, brand, marketing, design, customer experience, and audience loyalty.

Won three clients, grew accounts for Jaguar (13.4M) Landrover (8.9M), Microsoft (4.2M), and Lenovo (1M).

CLIENTS [JAGUAR](#) [LANDROVER](#), [FACEBOOK](#), [MICROSOFT](#), [LENOVO](#)

### VP, EXECUTIVE CREATIVE DIRECTOR, HEAD OF CREATIVE & DESIGN DESIGNIT OCT 2020—SEP 2022

■ Built and led Designit's global 90 person "Creative & Design" team responsible for all client creative, art, design, copy, motion, video, and user experience across all client relationships, projects, and phases of work executing brand development, multichannel brand storytelling, creative strategy, end-to-end physical-to-digital consumer experience, advertising, integrated marketing campaigns, and social media.

Built the global creative team infrastructure, global operating model, workflow process, and career pathing, resulting in the highest employee satisfaction scores in the entire company at an 87% satisfaction rating.

Wrote, implemented, and marketed Designit's long-term global vision "Ignite Shared Progress," while redesigning and launching the global brand. Won 17 new clients, launched 200 projects, 10 campaigns, and increased year-over-year revenue by +\$33M.

CLIENTS MICROSOFT, APPLE, AMAZON, ACER, VERIZON, MASTERCARD, CREDIT KARMA, LG, LEVI, DIVERSY, HONEYWELL

PROJECTS MICROSOFT DEI "[INCLUSION JOURNEY](#)," APPLE "[LIVE WORKSPACE](#), [SEAMLESS, 1ST DAY](#)" ACER "[BARRIER BREAKERS](#)"

### GLOBAL BRAND, CONTENT & STRATEGY DIRECTOR JUUL LABS SEP 2018—FEB 2020

JL Led global brand, crafting Juul Labs' international brand story, making Juul Labs consumer engagement and communication clear, consistent and cohesive across every touch-point. Built and led multiple, cross-functional, brand redefining, teams, projects and campaigns—"[Make the Switch](#)," (p:JUULmts2019)—to increase revenue year-over-year by an estimated \$700M for \$1.2B in H1'19.

Managed brand across C-Suite, government affairs, legal, product, compliance, trade, owned retail, digital, mobile, strategy, recycling, and R&D. Designed, built, activated and implemented the Juul Labs international marketing system, infrastructure, processes, and brand marketing strategy for 17 global markets in EMEA and APAC lifting brand awareness and conversion by 10%-55% per market.

### SABBATICAL WORLD TRAVEL: LAC, JAPAC, EMEA, NA FEB 2017—AUG 2018

📷 [Instagram @sterlingsanders, 63k followers](#)

### GLOBAL GROUP CREATIVE DIRECTOR PUBLICIS GROUPE AUG 2013—JAN 2017 PROMOTED

✳️ Founded and led a group of 50 global creatives, establishing Publicis' first cross-clientele creative team, focused on business to business development, client growth, problem-solving, and headed client innovation and product design, bringing new ideas to advertising. Provided creative, brand, design and strategic direction to win over \$6.5B in billings with 42 new clients, producing lauded work seen by over 10B people.

Sold Publicis creative and media global marketing capabilities to many of the worlds leading marketers across 120+ local markets in NA, LAC, EMEA and APAC. Designed, pitched and executed more than 250 consumer-focused brand experiences, marketing executions and advertising campaigns for international clientele, producing an estimated \$3B in revenue.

Globally consolidated Publicis Global Agencies into four global brand pillars, rebuilt the client operation model, Publicis One, for top 10% revenue clients. Awarded the Publicis Business Development Person of the Year award in 2013, 2015 and 2016.

CLIENTS SAMSUNG, MICROSOFT, COCA-COLA, AIRBNB, TWITTER, VISA, P&G, AB INBEV, ALLSTATE, ESURANCE, COMCAST, EA  
CAMPAIGNS P&G "[LIKE A GIRL](#)," 4.5B IMP, 75M VIEWS; SAMSUNG "[OSCARS SELFIE](#)," 2.1B IMP, 3.4M RTWEETS; AIRBNB, "[EXPERIENCES LAUNCH](#)," 39M IMP, 4.1M LIKES; ESURANCE "[SAVE30](#)," 2.6B IMP, +300K FOLLOWERS; MICROSOFT, "[XBOX ONE LAUNCH](#)," +1M SOLD; COVERGIRL, [STAR WARS](#), "[WHICH SIDE?](#)" #1 TRENDING, +725% SELL-IN, 250M IMP.

### GLOBAL SENIOR CREATIVE DIRECTOR PUBLICIS MEDIA AUG 2011—JUL 2013 PROMOTED

✳️ Co-founded, built and led the 15-person Design Team focused on crafting creative executions attached to media strategy for B2C and B2B client marketing needs, consumer engagement and revenue growth. Directed all phases of creative work for Publicis clients to increase the impact and effectiveness of consumer campaigns.

CLIENTS MICROSOFT, ANHEUSER-BUSCH INBEV, HEINEKEN, COCA-COLA, MARS-WRIGLEY, COMCAST NBC-UNIVERSAL

PROJECTS MICROSOFT, "[WINDOWS 8 LAUNCH](#)," 2M IMP; 200K POSTS; P&G, [CHEER REBRAND](#), +20% BRAND AWARENESS.

### DESIGN DIRECTOR, AMERICAS STARCOM WORLDWIDE AUG 2009—JUL 2011

✳️ Designed and executed creative to frame Starcom capabilities and messaging for business development and client organic growth. Solved for client needs and implemented creative strategy. Won \$3.1B in billings globally.

CLIENTS GENERAL MOTORS, COCA-COLA, MARS-WRIGLEY, DISNEY, BANK OF AMERICA, ALLSTATE, FEEDING AMERICA

### CHIEF CREATIVE OFFICER, FOUNDER SILVER IMAGINATIONS AUG 2003—OCT 2009

✳️ Founded a digital creative constancy helping companies develop brand, strategy, products and services in digital channels by creating compelling digital experiences, advertising, and content-driven marketing.

CLIENTS SONY, COCA-COLA, REDBULL, GRANT THORNTON, HEINZ, GILBANE

PROJECTS SONY PLAYSTATION 3 "[PLAY B3YOND](#)," PARTNER TWBA/CHIAT/DAY, 1.1M IMP; COCA-COLA "[OPEN HAPPINESS](#)"

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## PORTFOLIO & EXPERIENCE

[sterlingsanders.com](#)  
[linkedin.com/in/sterlingsanders](#)

## EDUCATION

University of Illinois at Urbana

BS, News-Editorial Journalism

MINOR: Business

MINOR: Political Science

## CLIENTS


## PROFICIENCY

★★★★ Brand  
★★★★ Creative  
★★★★ Leadership  
★★★★ Strategy  
★★★★ Storytelling  
★★★★ Integrated Marketing  
★★★★ Innovation & Invention  
★★★★ Problem Solving  
★★★★ Project Management

## CREATIVE

★★★★ Art & Design  
★★★★ Advertising  
★★★★ Digital  
★★★★ Photography  
★★★★ Video  
★★★★ Audio

## INTERESTS

★★★★ Technology  
★★★★ Travel  
★★★★ Culinary Arts  
★★★★ Art  
★★★★ Music  
★★★★ Fashion  
★★★★ Tennis

## HONORS & ASSOCIATIONS

2013, 2015 Business Development  
Person of the Year

AIGA Executive Member

CIMA Member

Forbes Agency Council Member

