

Bill Wright

EXPERIENCE

Founding Partner, Sanderson Dredging

Summer 2018-present

Creative consulting and idea development, working for brands ranging from Dell Technologies to New Balance to McDonald's and a lot of things in between.

Global Executive Creative Director, McCann WorldGroup, New York

March 2014-March 2018

Co-ran seven different General Mills brands including Nature Valley, Pillsbury, Trix, Cinnamon Toast Crunch and Chex. Also led the pitch to win the Qualcomm account and subsequently oversaw that business.

Co-Chief Creative Officer, Ogilvy LA.

Nov 2011- March 2014

Oversaw agency restructure and all creative for Qualcomm Snapdragon, Nesquik, HTC, AM/PM, Arco, Maxwell House (Canada), Tabasco, Evol,

VP Executive Creative Director, CP+B

May 2011- Present

Responsible for all creative for Kraft Mac & Cheese, Jell-O, Belvita U.S. and Brazil accounts. Co-led pitch that won Kraft Triscuit account.

VP Group Creative Director, CP+B

2009 - 2011

Oversaw agency restructure into creative groups
Creative Director on Burger King U.S., U.K., Spain and Germany
Co-led pitches that won Kraft Mac & Cheese and Belvita accounts.

VP Creative Director, CP+B, Boulder, CO

2006 - 2009

Creative Director on Burger King U.S., U.K., Spain and Germany.
Wrote the RFP for Domino's pitch.
Co-led pitch that won Microsoft account.

VP Creative Director, CP+B, Miami, FL

2001-2006

Wrote agency Corporate Identity materials, including letterhead, business cards and new employee handbook.

Worked on pitches that won IKEA, Virgin Atlantic Airways, Miller Brewing and Molson

Canadian.

Creative Director on Virgin Atlantic Airways, Miller Brewing Company, Molson Canadian, Con-Agra.

VP Associate Creative Director, CP+B, Miami, FL

1997-2001

Worked on pitches that won MINI Cooper and Compass Bank

Wrote the tagline "Let's Motor".

Senior Copywriter, CP+B, Miami, FL

1995-1997

Worked on pitch that won Florida Anti-Smoking campaign.

Wrote the name "truth".

Copywriter, Ogilvy & Mather, Houston, Texas

1988-1993

Shell, Compaq, Houston Symphony.

AWARDS

2018 Clio Awards

Qualcomm, Bavarian Dance

2012 Titanium Lion

Kraft Mac and Cheese, Ted Williams Fight Hunger.

2011

Kraft Mac and Jinx, Cannes Lion. Also awards at New York Festivals, OBIE, One Show.

2010

Creativity "Agency of the Decade".

Burger King: ADC, Cannes Lions, Communication Arts, D&AD, Effie,

FITC, LIA, One Show Interactive, One Show, One Show "Best of Digital Decade".

2009

Advertising Age "Agency of the Decade".

Burger King: ADC, Andy, Cannes Lions, Clios, Communication Arts Advertising Annual, Communication Arts Interactive Annual, D&AD, Effies, EL SOL, FWA (favorite website awards), IAB Spain, LIA, MIXX, New York Festivals, One Show Interactive, One Show.

2008

Burger King: Cannes Lions, AICP, Andys, LIA, Clios, One Show.

2007

Cannes Interactive Agency of the Year.

Burger King: Cannes Lions, Andys, One Show.

2006

Burger King: Cannes Lions, Andys, One Show.

2005

Creativity Agency of the Year.

MPA Kelly Awards Grand Prize—MINI launch campaign.

2003

MPA Kelly Awards Grand Prize—Molson “Tools” campaign.

One Show “Best of Show” — MINI.