

James Dawson-Hollis

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.

Oversaw all creative efforts for Chik-fil-A including "Cowz VR" and "Rivalry Restaurant."

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,

Co-led pitches that won Qualcomm Snapdragon, Nesquik, Tesoro, HTC, Maxwell House (Canada), Lifeproof

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

2008 - 2009

Creative Director on Burger King U.S., U.K., Spain and Germany.

VP Associate Creative Director, CP+B.

2006 - 2008

Associate Creative Director on Burger King U.S., U.K., Spain and Germany.

Co-created the Sprite "Sublymonal" and Slim Jim "Snap fairy" campaigns.

Senior Art Director, CP+B, Miami, Florida

2004 - 2006

Worked on brands including Burger King, BCBS, Giro, Slim Jim, Coke Zero.

Art Director, Mad Dogs & Englishmen, NYC

1999 - 2004

Worked on brands including Moviefone, Here Theater, Target, GFN, Haribo, Bordeaux, Atkins.

EDUCATION

Stadelschule. Frankfurt, Germany. 1993 - 1994

Chelsea School of Art and Design, London, UK. 1990-1993

RECENT AWARDS AND NOTEABLE MENTIONS

2012 Titanium Lion

Kraft Mac and Cheese, Ted Williams Fight Hunger.

Mac and Jinx, Cannes 2011 winner. The first ever Cannes Lion in Kraft's history.

Ted Williams "Golden Voice" signed as voice of KM&C.

CP+B has been named "Agency of the Year" 13 times in the trade press.

In 2010, CP+B was named Interactive Agency of the Year at the Cannes Lions International Advertising Festival, the third time the agency has won the award since 2005.

In December 2009, CP+B was named Advertising Age Agency of the Decade and Boards Magazine Agency of the Year.

On December 15, 2008, CP+B was named Creativity's agency of the year.

Also Adweek's 2008 U.S. Agency of the Year.

LINKS TO PRESS

Mac and Jinx

<http://www.adweek.com/adfreak/jinx-give-me-some-free-kraft-mac-cheese-126971>

M&C TV: First agency to turn live tweets into TV commercials in 24hrs

<http://mashable.com/2011/03/28/kraft-tweets-into-tv-ad/>

Ted Williams "Golden Voice"

<http://adage.com/article/news/homeless-man-ted-williams-voice-mac-cheese/148028/>

<http://www.adweek.com/adfreak/listen-ted-williams-mac-cheese-debut-11732>

Jell-O pudding

<http://www.thedenveregotist.com/news/local/2011/july/29/jello-pudding-face-mood-meter-comes-outdoor>

AWARDS (details available upon request)

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, CICLOPE, Communication Arts, D&AD, North American 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 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, TYAGM.

2008

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

2007

Cannes Interactive Agency of the Year
Burger King: Cannes Lions, Andys, One Show.
Haggar: Cannes Lions, Clios, Communication Arts, LIA.
Sprite: Clios.

2006

Burger King: Cannes Lions, Andys, One Show.

2005

Creativity Agency of the year.
Burger King: Cannes Lions, Clios, D&AD LIA, One Show Interactive.

Work featured in Creativity, Adage, Adweek, Shots, Lurzer’s Archive, Shockvertising - Dakini Books, Financial Times, Campaign Screen, winner of AICP and O’Toole awards.