

# George Tannenbaum

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## Work Experience

May, 2014—Present. Ogilvy & Mather.  
Sr. Partner, Executive Creative Director, Copy Chief. IBM, Boeing,  
new business.

November, 2009—March, 2014. R/GA. Executive Creative Director.  
Accounts: Ameriprise Financial, JC Penney, new business

November, 2007—July, 2009. Momentum Worldwide.  
Senior Vice President, Executive Creative Director.  
Accounts: American Express, Verizon, Revlon, new business.

February, 2007—October, 2007. Freelance.  
Agencies: McKinney, Hill/Holiday, MMB, Darling, JWT.

February, 2005—February, 2007. Digitas (Boston)  
Executive Vice President, Executive Creative Director.  
Accounts: General Motors, Gillette, Intercontinental  
Hotel Group, FedEx, new business.

April, 2004—February, 2005. Publicis & Hal Riney.  
Senior Vice President, Group Creative Director.  
Accounts: Hewlett-Packard, Sprint, new business.

July, 1999—April, 2004. Ogilvy & Mather.  
Senior Partner, Group Creative Director, IBM Integration.

November, 1996--July, 1999. Lowe.  
Senior Vice President, Group Creative Director.  
Accounts: Mercedes-Benz, new business.

April, 1995--November, 1996. FCB.  
Vice President, Creative Director.  
Accounts: AT&T, U.S. Postal Service.

April, 1990--April, 1995. Ally & Gargano.  
Senior Vice President, Group Creative Head.  
Accounts: The Bank of New York, Dunkin' Donuts, Plax.

July, 1988--April, 1990. Rosenfeld, Sirowitz. Senior Copywriter. Accounts:  
Smith Corona word processors,  
Champion International Paper, Chase Manhattan Bank.

December, 1984--July 1988. Lowe and Partners. Copywriter.  
Accounts: Citicorp, Mutual of New York, Nabisco,  
Beaulieu Vineyards.

## Education

M.A., 1980, English and Comparative Literature  
Columbia University, NYC.

## References

Available upon request.