

George Tannenbaum

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georgetannenbaum.com

Work Experience

January, 2020—Present. GeorgeCo.
Chief George Officer. PayPal, mongoDB,
Waldencast (beauty and wellness incubator), The World Bank.

May, 2014—January, 2020. Ogilvy & Mather.
Sr. Partner, Executive Creative Director, Copy Chief. IBM, Boeing,
new business.

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

November, 2007—July, 2009. Momentum Worldwide.
Senior Vice President, Executive Creative Director.
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.
General Motors, Gillette, Intercontinental
Hotel Group, FedEx, new business.

April, 2004—February, 2005. Publicis & Hal Riney.
Senior Vice President, Group Creative Director.
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.
Mercedes-Benz, new business.

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

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

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

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

Education

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

References

Available upon request.