

Ted Monnin

Creative Difference Maker & Builder of Brands

PROFESSIONAL EXPERIENCE HIGHLIGHTS

12 CREATIVE LEAD
FOR TWO TOP
AGENCIES
OVER 12 YEARS.

SAATCHI & SAATCHI  + **Interbrand**

At **Interbrand** my creative leadership included brand transformations at the highest-level. I worked with a broad book of business over multiple product categories including Food and Beverage, Health Care, Home Improvement, Hair Care, Fabric Care, Family Care and Dish Care.

As the Creative Lead for **Saatchi & Saatchi X**, I was responsible for building the team from the ground up. Tailoring the team to meet the needs of national franchise marketing while implementing processes to deliver best in class creative. Together, we created over **40** product campaigns annually and nearly **400** individual tactics per month.

Process improvements resulted in **25%** reduction in photography hard costs, and reduced agency outside production cost by **\$200,000.00** in year one.

8+ YEARS OF
LEADING
FRANCHISE
CREATIVE

I have extensive franchise experience with Wendy's, TGI Fridays and Denny's.

I served Wendy's as creative lead for both **Interbrand** and **Saatchi & Saatchi X** guiding Brand Positioning, Identity, Packaging, Consumer Research, Merchandising, Advertising, Zone Strategy, Menuboard Research and Development, OOH, and Cause Marketing.

I believe that people are
the ultimate key to success.

*I have dedicated my life to
developing talent, solving real-world
problems and building business.*



INSTRUCTIONAL LEAD & DEDICATED MENTOR

Instructor
Miami University
College of Creative Arts
Oxford, OH, 2012

Workshop Team Lead
Kraft Design Summit 2010
Orlando, FL, 2010

Instructor
University of Cincinnati,
Instructor, MBA Program,
2007 I-pprentice Program.

Presenter/Trainer
Heinz Packaging Summit
Pittsburgh, PA, 2008

Program Developer and Keynote Speaker
Saatchi & Saatchi X Storytellers Program, developed to provide education and inspiration for Saatchi & Saatchi X staff, 2012 - 2018



My Creative Teams
3X
LONGER
than the industry
standard
Stay Together