

George Tannenbaum

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georgetannenbaum.com

Today:

GeorgeCo., a Delaware Company, LLC.

Accounts and projects currently include:

The World Bank, The US Chamber of Commerce,
Amobee (digital media platform) Liquid Biosciences

Agency clients include:

TBWA\Chiat\Day (New York and London),
MullenLowe US, Interbrand (Cologne)

Twenty-one previous years:

May, 2014—January, 2020. Ogilvy & Mather.

Sr. Partner, Executive Creative Director, Copy Chief. IBM, Boeing.

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,
Revlon, Verizon.

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.

April, 2004—February, 2005. Publicis & Hal Riney.

Senior Vice President, Group Creative Director.

Hewlett-Packard, Sprint.

July, 1999—April, 2004. Ogilvy & Mather.

Senior Partner, Group Creative Director: IBM.

Fifteen even earlier years:

Lowe (Mercedes-Benz)

FCB (AT&T, US Postal Service)

Ally & Gargano. (The Bank of New York, Dunkin' Donuts,
Plax mouthwash—Pfizer)

Rosenfeld, Sirowitz.

(Champion International Paper, Chase Manhattan Bank)

Lowe.

(Citicorp, Mutual of New York, Nabisco)

Education:

M.A., 1980, English and Comparative Literature

Columbia University, NYC.

References:

See what Steve Hayden, Nick Law, Brian Collins,
Steve Simpson said. Others, too.

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