

DENNIS LIM

Executive Creative Director, art director, writer
420 Oak Acres
Santa Cruz, CA 95060
Phone: 916-717-1385

Cisco Systems, CA, 2016-present

Executive global creative director. Started and runs the Cisco Hatch, the in-house agency. Creates and oversees all brand communications including digital, events, advertising, films, sports partnerships, news partnerships. Additionally he oversees creative work of all the agencies affiliated with the brand work. There are six permanent creative members of the team with about a dozen creative contractors that he oversees. The overall responsibilities are constantly improve the creativity of the work, deliver on a brand tone and look and make great creative work, work.

Apple, CA, 2015-2016

Freelance Creative Director, lead projects for content and advertising for Apple.

BBDO, NY, 2010-2015

Executive Vice President, Executive Creative Director

Executive Creative director. Lead creative for Dubai Tourism, Starbucks, AT&T business and GE Appliance division work, all digital, traditional and untraditional media.

Campbell Ewald 2008-2010

Executive Vice President, Executive Creative Director

Executive Creative director. Lead creative for the Chevrolet brand. Responsible for all digital, traditional and non-traditional media.

TBWA Chiat, 2005-2008

Vice President, Creative Director

Creative director. Lead creative of Infiniti North America and Worldwide. Responsible for the Infiniti brand. Set up the look and feel, wrote the brand book and led the creative on all the advertising, CRM, Digital and non-traditional across three agencies-- Chiat, The Designory and Tequila.

Publicis & Hal Riney (formerly Hal Riney and Partners), 2000-2005

Senior Vice President, World Wide Creative Director

Creative director of HP. Additionally responsible for all through-the-line around and world-wide advertising. Set up tools and programs to ensure advertising compliance throughout the world. Oversaw all advertising beneath brand advertising throughout the world.

Creative Director of The North Face.

Ogilvy and Mather, 2000-2001

Senior Vice President, Creative Director

Creative Director of the office. Ran all pitches. Clients included IBM and People PC.

Hal Riney and Partners, 1996-1999

Senior Vice President, Group Creative Director

Creative director of Saturn and America est. Also lead or pitched most new business.

BBDO West, 1992-1996

Senior Vice President, Creative Director

Creative Director of Apple, APLA, Novell and Northrop.

Rubin Postaer, 1992-1992

Vice President, Associate Creative Director, Art Director on Honda

Livingston and Company, 1991-1992

Senior Vice President, Creative Director

Creative director of Alaska Airlines, California Department of Health Services, Fujitsu and Henry Art Gallery.

Ketchum Advertising, 1985-1991

Senior Vice President, Creative Director

Creative director of Acura, Health Net, American Lung Association and The Herald Examiner. Launched the Acura NSX, Acura Legend and Acura Integra.

Freelance Graphic Designer, 1980-1985

Worked at various graphic design firms. Also designed and silk screened posters for small businesses.

Freelance Photographer, 1976-present

Shot various small or medium size projects from throughout college to present.

Fine Art Photographer, 1973-present

Black and white landscape photographer. Photos currently on exhibit at SideShow in Sausalito, California.

EDUCATION

California Polytechnic State University, San Luis Obispo
Bachelor of Science

Double major in Applied Art and Design and Graphic Communication

For a better understanding of who I am please visit: <https://over30under30.com/thebuilder>

AWARDS

Metal includes Clio, Cannes, One Show, Kelleys, CA, Beldings, San Francisco Show, Art Director's Club, ADDY, Andy, Effie, Obie and International Automotive Advertising.
Published in CA, Graphis, Print, Archive and various text books.

REFERENCES

Available upon request.