

RICHARD GUEST

Award Winning Creative Marketer with Deep Digital Expertise

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SELECT EXPERIENCE

Vice President, Head of Marketing Communications Burger King

11/2020 - 12/2021 Miami, Florida

Founded in 1953, Burger King is the Home of the Whopper and the third largest fast food hamburger chain in the world.

- Oversaw all advertising, merchandising, design, organic social media, and paid media activities inclusive of a \$300MM budget.
- Modernized the brand's communication strategies - implementing a balanced (linear TV to digital) media spend (from 80%+ TV) and redesigning the internal team structure, external agency ecosystem, and associated processes to match.
- Refocused advertising to be relevant in pop culture, to regularly leverage the brand's most distinctive asset (the King), and to focus on mouthwatering but imperfect food resulting in 7 of the 20 highest scoring (Kantar LINK) spots for the brand in the past 4 years.
- Led the team that produced "Confusing Times", one of the world's 30 best ads of 2021 according to *Ad Age*, as well as 3 of the top-7 celebrity meal deals (also per *Ad Age*).
- Successfully branded and launched the business' hand breaded chicken sandwich, the Ch'King, ahead of forecasted volumes, attracting light and lapsed guests, despite significant system headwinds (i.e. pricing, rolling launch).

Global Chief Digital Officer

Doyle Dayne Bernbach (DDB)

07/2018 - 11/2020 On a plane

DDB is one of the world's largest and most influential advertising and marketing networks, ranking second at the Cannes Lions in 2019.

- Led marketing, partner ecosystem, and digital transformation projects for key clients.
- Spearheaded the creation of Omnicom's global, cross discipline agency model to support Unilever's transformation of its own partner ecosystem.

Executive Vice President, Global Business Director

Doyle Dane Bernbach (DDB)

07/2018 - 11/2020 On a plane

- Directed several of DDB's largest, global client relationships -- such as Mars Incorporated, AT&T, and Unilever -- across multiple offices including adam+eve/DDB, DDB Chicago, DDB Guangzhou, DDBmudra, DDB Mexico, DDB New York, DDB Unlimited (Amsterdam), and Tribal Worldwide.
- Led the team that conceived, sold, developed, and produced Skittles' "Broadway the Rainbow" Super Bowl program, named the funniest Super Bowl commercial of 2019 and which won 12 Lions at Cannes 2019.
- Direct brand and category experience included AT&T, Mars Wrigley (3 Musketeers, Juicy Fruit, Milky Way, Skittles, Starburst), Mars Pet Nutrition (IAMS, Dreamies/Temptations, Perfect Fit), Royal Canin, and Unilever (Heart Brands - Good Humor/Wall's, Lipton, Sunsilk).

Global Business Director

Doyle Dane Bernbach (DDB)

11/2016 - 07/2018 On a plane

- Stewarded DDB's global relationship with Mars Inc resulting in enhanced creative product, a stronger set of client relationships and increased revenues (~15% globally).
- Led the team that conceived, sold, developed, and produced Skittles' lauded "Exclusive the Rainbow" campaign which was the most awarded creative in 2018 inclusive of 10 Cannes Lions and two of ADWEEK's Project Isaac awards.
- Direct brand and category experience included Mars Wrigley (3 Musketeers, Juicy Fruit, Milky Way, Skittles, Starburst), Mars Pet Nutrition (Eukanuba, IAMS, Dreamies/Temptations), and Royal Canin.

EDUCATION

M.B.A.

Northwestern University

08/2001 - 06/2004 Evanston, IL

B.A. with Honors

Indiana University Bloomington

08/1994 - 06/1998 Bloomington, IN

SELECT AWARDS



Digital 40 over 40 2019

Recognized by Campaign USA as "one of the most talented and accomplished individuals transforming adland with digital wizardry".



Cannes Festival of Creativity

Won 45+ prizes between 2018 and 2021 including 7 Gold Lions and 10 Silver Lions



The Immortal Awards

One of only two teams recognized in both the 2018 and 2019 Immortal Awards winning Immortal status in 2018 and a Commendation in 2019.



The One Show

Won 40 Pencils between 2018 and 2019 including Best in Discipline for Branded Entertainment.



London International Awards

Won 33 LIAs between 2018 and 2019 including 1 Grand LIA (2018).



Clio Awards

Won 23 Clios between 2018 and 2019 including 1 Grand Clio (2018).

PERSONAL PHILOSOPHY

"Ever tried. Ever failed. No matter. Try again. Fail again. Fail better."

-Samuel Beckett

SELECT EXPERIENCE

President, North America

Tribal Worldwide

📅 10/2014 - 07/2018 📍 New York City, NY

Tribal, a digital-centric, global agency, draws on its heritage of creativity to craft effective marketing solutions that connect businesses to modern consumers via technology. The agency is headquartered in New York and owned by DDB.

- Maintained P&L responsibility for all North American offices and opened two new offices, in Los Angeles and Dallas, in support of the agency's growing AT&T relationship.
- Implemented a series of "people led" strategic and cultural initiatives that led to enhanced team engagement and resulted in being recognized as one of the Top 3 Digital Agencies that "clients most want to work with" by Advertiser Perceptions.

President, USA

Tribal Worldwide

📅 2009 - 2014 📍 New York City, NY

- Direct brand and category experience included Alcon Vision Care (CIBA Vision), Disney Cruises, H&R Block, HISTORY (Vikings), NFL (Fantasy Football), Nickelodeon (SpongeBob SquarePants, Teenage Mutant Ninja Turtles), PepsiCo (Quaker Oats), Pfizer Consumer Healthcare (Advil, Thermacare, Centrum, Rokitussin), as well as The Lunchbox Fund.

Managing Director, New York

Tribal DDB (now Tribal Worldwide)

📅 2006 - 2009 📍 New York City, NY

- Direct brand and category experience included Diageo (Bailey's, Guinness, Jose Cuervo, Smirnoff), Johnson & Johnson (AVEENO, Clean & Clear, Neutrogena, RoC), Hiscox, H&R Block, Philips (Norelco), Solvay Pharmaceuticals (Androgel), and SyFY (Battlestar Galactica, EUREKA).

Director of Client Service and Development

Tribal DDB (now Tribal Worldwide)

📅 2006 - 2006 📍 New York City, NY

- Direct brand and category experience included Johnson & Johnson (Clean & Clear, Neutrogena), Jose Cuervo International (Especial, Reserva de la Familia), and Philips (Norelco).