**Rich Guest**

Award Winning Creative Marketer with Deep Digital Expertise

**Professional Summary**

I am a digital-first marketer with 15+ years of progressive experience spanning multiple industries. I excel in specialist (social media, paid media, CRM), generalist (advertising), consultative, general management, and team leadership roles.

The teams I lead consistently perform at the top of the industry. From 2018-2022, we produced some of the world's most respected non-traditional advertising, winning 45+ prizes at the Cannes Lions Festival.

* Burger King’s “Confusing Times” (one of 2021’s 30 best ads according to *Ad Age*)
* Skittles' “Broadway the Rainbow” (ranked as 6th best advertising campaign in the 2019 *WARC* Creative 100)
* Skittles’ “Exclusive the Rainbow” (the most awarded advertising campaign of 2018)

In 2019 I was honored as one of the forty “most talented and accomplished” digital marketers by *Campaign*.

**Professional Experience**

Adjunct Lecturer, Annenberg School of Communication and Journalism

University of Southern California, 1/2022 – Present

Co-founder, Principal Consultant

Perennial Gale, 8/2024 - Present

Senior Vice President, Brand and Digital Marketing

IMAX, 3/2022 – 5/2024

Vice President, Brand Communications

Burger King North America, 11/2020 – 12/2021

Executive Vice President, Global Chief Digital Officer

Doyle Dane Bernbach (DDB), 7/2018 – 11/2020

President, North American Operations

Tribal Worldwide (a division of DDB), 10/2014 – 7/2018

President, US Operations

Tribal Worldwide (a division of DDB), 11/2009 – 10/2014

Multiple Positions

DDB and Tribal Worldwide, 1/2000 – 3/2003; 9/2004 – 11/2009

Associate Marketing Manager

comScore, 9/2003 – 9/2004

Multiple Positions

JWT (now Wunderman Thompson), 9/1998 – 1/2000

**Education**

Master of Business Administration

Northwestern University, Kellogg School of Management

Marketing; Organizational Leadership

Bachelor of Arts with Honors

Indiana University Bloomington, College of Arts and Sciences

English Literature; Political Science