

D A V E C L E M A N S

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As Executive Creative Director, Dave Clemans helped Trojan reach their highest market share in the company's 98-year history. He led Taxi's New York office to six pitch wins in one year, doubling the agency's size. Prior to that he oversaw creative on CHI London's efforts to establish a new agency presence in New York with clients Best Buy and Virgin. His creativity ranges a broad spectrum, from Volkswagen's Safe Happens campaign to helping originate the highly effective, teen anti-tobacco brand, Truth, at Crispin, Porter+Bogusky. As one of the key architects of Truth, he's been invited to speak throughout the US and London. He's been featured on the cover of *Creativity* magazine as one of the ad world's hot creatives and his efforts have won awards in every major ad industry show, including Cannes Lions, the One Show, the Andy's and the Clios. A few of the campaigns he's created are now part of the permanent collection at the Museum of Modern Art in New York. His work has also received acclaim in *Newsweek* magazine, *The Wall Street Journal*, *Huffington Post* and *The New York Times* as well as on *60 Minutes*, *The Today Show*, *Nightline*, *The View*, *the Daily Show* and *the Ellen Degeneres Show*.