

## **Barry Brand - Curriculum vitae**

barry@daretocaremore.com

Founder of Dare to Care More Ltd, dedicated to helping companies care more about people and planet.

30+ years' experience in advertising and marketing, bringing a proven knowledge of creative strategy, vision, communication, innovation and leadership.

Energy-boosting creative director and innovation culture builder, a Breath-work and EFT (Emotional Freedom Technique) facilitator, Management 3.0 facilitator, on a mission to make this world a happier place by helping companies care more about people and planet.

### **Skills**

#### **Creative Strategy**

I am an experienced senior award winning creative leader with extensive expertise on both client and agency side - delivering award-winning ideas for global brands to the people who matter to them. Industry recognized solutions and a seasoned manager for global brand strategy and activation across all platforms.

#### **Management & Leadership**

Extensive experience managing and motivating large teams of diverse personalities in deadline driven environments, establishing employee career development programmes, leading cross-functional teams, collaborating, and developing industry outreach opportunities. Leading/mentoring and developing teams to move successfully from concept through to high level execution.

#### **Innovation strategy**

Over the last 6 years I have focused on the following areas.

- Changing behaviours, process and people to produce work that is either:
  - new enough to get noticed or truly goes beyond advertising into utility.
- Creating entrepreneurial response to change.
- Doing things differently to achieve cut through.
- Challenging clients on how they communicate and provide challenge to marketing to take an active role in defining what they market.
- Picking at embedded assumptions. Finding solutions to unarticulated problems, creating new things and ideas that people didn't know they needed or wanted, unlocking new markets and new business lines to sustain economic growth.

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## **Experience**

### **2019 to present - Founder of Dare to Care More**

Helping businesses understand how caring more about people and planet creates exponential success and a sustainable roadmap for their brand or business.

Key brands and projects.

Orbico Bulgaria

Eco Spirits Global

Bullcharge Bulgaria

Profit Global

HMRC Bulgaria

### **2018 to present - Co-Founder of Yellow Global**

Providing strategy, workshops, training, and culture change programs that help build more agile and motivated company cultures, driven by meaningful goals.

Key brands and projects.

Coco Cola Global - Leadership training program

William Grant and Sons UK - Luxury portfolio internal culture change program

### **2016 to 2019**

#### **Cheif Innovation Officer - Saatchi & Saatchi - Eastern Europe**

My mission was to challenge status quo of traditional marketing both within the agency and externally with clients. Identifying client business problems and solving them with disruptive creative thinking and processes.

Key brands and projects.

MTEL Telecom Bulgaria

A1 Telecom Austria - Relaunch of MTEL

Chivas

Audi

### **2010 to 2016**

#### **Executive Creative Director - M&C Saatchi - MENA**

Leading the strategic and creative development for global and regional brands. Developing, mentoring and identifying new disciplines across the industry. Developing innovation strategies that take clients beyond the normal realms of advertising and marketing and connect with consumers in new ways.

Key brands and projects.

Etihad Airways - Global brand relaunch.

Etihad Airways - LinkedIn digital app.

Zain Telecom - Regional brand campaign.

Beirut Duty Free - Global viral campaign.

MTC Touch - Local multichannel campaign.

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Experience

### **2008 to 2010 - Head of Art Saatchi & Saatchi, MENA**

Leading the design of all creative work, managing and curating the artistic quality of all output. Managing, developing and mentoring all creative talent.

Developing design strategies around consumer behaviour.

Key brands and projects.

Qatar National Bank - Regional relaunch campaign

Toyota - Global launch campaign of the Rav 4

Kunhadi Road Safety Charity - Local campaign to stop drink driving

BETA animal charity - Local awareness campaign.

Various other roles beyond this date - Details on request

2006 –2008 - Creative Director - Line in the Sand

2003 - 2006 - Creative Consultant - Host Universal

2002- 2004 - Head of Art - Grey Worldwide

1998 - 2002 - Head of advertising design - M&C Saatchi London

1996 - 1998 - Head of advertising design - WCRS London

1994 - 1996 - Head of design - Y&R London

Other roles beyond this date - Details on request

### **Industry affiliations**

2023 -Lecturer - HMRC Accademy - Building Happy Hospitality teams

2023 - Workshop - Coco Cola Atlanta - Sustainable moonshot goals

2019 - Key note speaker - Innovation starter - Bulgaria - Innovating sustainably

2019 - Workshop - Techofy Bulgaria - Managment 3.0 - Managening for happiness

2017 - Lecturer - People as brands - Emirates diplomatic academy

2017 - Lecturer - The why of brand stories - NYU Abu Dhabi

2017 - Mentor - Creative minds for social good - Heydayah

2017 - Workshop creation - How to stay creative - Saatchi & Saatchi

2017 - Workshop creation - Selling creative ideas - Saatchi & Saatchi

2016 - International judge - Digital innovation - Kinsale Shark Awards

2016 - Workshop creation - Don't whisper your ideas - Creative Lab

2015 - Workshop creation - Innovating Marketing dept - Senaat

2014 - Keynote speaker and president - Creative Social Global

Various other affiliations beyond this date - Details on request

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## **Industry recognition**

2017 - Silver MENA digital awards - Mastercard viral film

2015 - Silver Dubai Lynx - Etihad brand film

2014 - Gold & Silver Dubai Lynx - MTC Touch multi channel campaign

2013 - Gold AOP London - BETA print campaign

2012 - Gold & Silver Pikaso awards - Gold Label poster campaign

Various other renegotiation beyond this date - Details on request

## **Education**

Bachelor of Arts - Advertising design - University of the Arts, London UK

## **References**

Milin Djalaliev - Co Founder of the Arc Academy Bulgaria and ex managing partner  
Saatchi & Saatchi

Sir John Hegarty - Co Founder of the Garage Soho

Simon Chinnery - VP client solutions JP Morgan UK

Details upon request