

RAYMOND ALEXANDER NADEAU

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CAREER SUMMARY

Award-winning creative director, marketing strategist and innovation executive specializing in global CPG, apparel, and beauty brands; highly successful agency, in-house and consultancy experience with a quantifiable track record in both brand expansion and new brand creation – working across all distribution models and media platforms including: television, radio, digital, print and experiential. Author, international lecturer and branding authority.

Living Brands: Collaboration + Innovation = Customer Fascination, by Raymond Nadeau, published by McGraw Hill, a best-seller in 38 countries.

PROFESSIONAL EXPERIENCE

CONSULTING

2007 - Present

Living Brands/Living Media Communications - ongoing **New York, NY**

Providing Cross-Platform Creative Direction, Strategy, and Innovation. Catalyst for select set of global clients and brands including (see below) in addition to: **P&G, Avon, Estée Lauder, American Apparel, Nautica, Gucci, Lycra, Turner Media, Beauty and Fashion Network and many others.**

E-Tuscany and T- Project - ongoing

Vice President, Creative Director Drive all creative and digital outreach for the first ever B2B collective of artisanal luxury leather and accessories manufacturers. Opened the New York showroom, developed brand identity, digital presence, author and present trend presentations. Competitive wins: Michael Kors, DVF and Kenneth Cole.

Brune Advertising, Paris - ongoing

Creative Director Develop copy strategy for Heidi Klum for Astor broadcast and print ads for EU market. The campaign has gained significant market share for the brand, especially in Germany where it is now a market leader, setting the stage for a global launch. Astor is up 150% year on year.

Sin Factory Media: Time Framed for Italian Vogue - ongoing

Senior Vice President, Creative Director Script development and brand placement for a series of six promotional shorts for Italian Vogue featuring Hollywood heartthrob, Ian Somerhalder. This holistic marketing approach uses new media and socially integrated channels to promote global luxury and prestige products across a range of categories. 2 millions hits combined and counting.

NCSU, College of Art and Design – on going

Professor of The Practice, Event Creative Director, NCSU's Fashion Week and Art2Wear student exhibition. Drive event design, develop digital outreach and PR. Last year's Ralph Lauren and The Cotton Council sponsored event drew over 6000 attendees. Teach courses: The Business of Design and Design Thinking and Innovation – Art2Wear.

Jack Morton

2011

Creative Director Drove multi-million dollar experiential project pitches and experiential events for Volkswagen, Kindle, Samsung and Cotton Inc.

PVH CORP

2009-2012

Associate Creative Director, Copy Strategist

Arrow Aligned the brand with Ellis Island emphasizing its heritage as the first American apparel brand in a 360-degree campaign

Timberland Developed brand's eco-friendly position into a trans-media platform

Van Heusen Creative direction and concept for national advertising campaign

Cluett Peabody Drove media and content strategy behind Dillard's brand

Izod Developed sponsorship relationship between Izod and Indie Car Racing

Volvo/Nkhensani Nkosi/Stoned Cherrie

2011

Brand Strategy, Creative Director Drove co-branding effort with Volvo to expand South Africa's leading fashion designer into Western markets.

Tommy Hilfiger: Marky Ramone Rock Scene

Creative Catalyst Conceptualized the brand and tied-in promotional activity as defined in my book, *Living Brands: Collaboration + Innovation = Customer Fascination*.

Fredericks of Hollywood

Brand Consultant Evolved the brand to directly compete with other mass intimate brands resulting in global expansion.

STAFF POSITIONS

COTY & COTY PRESTIGE

New York, NY ■ 1999-2006

Global Creative Director, Vice President of New Ideas Driving force behind the innovation and creative evolution of world's largest perfume manufacturer and cosmetics and skin care leader, resulting in unprecedented revenue growth. Guided strategic and creative outcome of in-house and agency teams, including advertising, packaging design, co-branding, licensing, new product development, experiential marketing, e-commerce and digital strategy across 44 brands including: JLo, adidas, Rimmel, Lancaster, David Beckham, Beyoncé, Jil Sander, Vivienne Westwood, and Kenneth Cole among others. Reported to the CEO. Company grew from \$2-4.6 billion dollars. Supervised creative staff and collaborated directly with agencies of record including: JWT London, Select NY, Ogilvy and Mather, Badger Advertising, Baron and Baron, Publicis, Laird and Partners as well as Coty's in-house agency: Ideas and Image. Direct interaction with sales, market research, marketing, R&D, finance and legal teams. Key advisor to the Corporate Executive Committee.

MADDOCKS & COMPANY

New York, NY ■ 1997-1999

Managing Director, Brand Strategist, Chief Creative Officer Led strategic creative marketing initiatives for internationally renowned integrated design, branding and advertising firm. Created concepts, brand platforms, and advertising campaigns for top consumer brands.

REDKEN 5th AVENUE

New York, NY ■ 1992-1997 Director International

Marketing and Creative Development, Europe Full Creative and P&L responsibility. Drove European expansion into 18 countries. Led creative direction, new product development and strategy. Collaboration with ad agencies Gotham, Inc., and Landor. Revenue tripled from \$50 million to \$150 million.

AWARDS/HONORS

- I.D. Magazine Annual Design Review - Honors for OOI Coty
- WWD Beauty Biz - Best Executed Launch Strategy for Celine Dion
- Brune Advertising voted France's most promising new agency
- AIGA Design Awards - Warner Brothers, Disney, Kanebo Cosmetics, OOI Coty

- Global Cosmetics Industry Best Fragrance Launch of 2004 – Celine Dion
- Chrysler Award Nomination - OOLCoty Web Site
- OOLCoty concept fragrance is housed in the permanent collections of the Cooper Hewitt, Museum, the Munich Museum of Modern Art and the Royal Danish Museum
- 3 FiFis, Including best new fragrance launch for Celine Dion
- Chief Advisor: Africa Fashion Week N.Y., Berlin, Paris, London, Milan - 2011
- Sole American Artist: The Impossible Generation, The Moscow Museum of Modern Art - 2012
- Emerald Monkey, Eco-Luxe Resort - Swept the American Property Awards across every category: Best Property, Best Development, Best Concept, Best Marketing, Best Interior Design and Best Architecture– 2011
- Negotiated and was designated official personal care provider for NASA via a Space Act Agreement passed by Congress
- Profiled on Interbrand's Brand Channel
- Featured in *Brandweek*, *CNN*, *W*, *WWD*, *Video Fashion Television* and *The New York Times*
- Parsons, The New School, Master's Thesis Judge
- Pro Bono Creative Director, DKMS Americas

EDUCATION

MBA in Marketing - Pepperdine University, Malibu, CA

BA in Liberal Arts - University Of Kansas, Lawrence, KS, Honors Program, Graduated With Distinction

New York School Of Visual Arts

Parsons, The New School

Languages

English, French, German

Skills

Adobe and Microsoft Computer Program Suites