**TIM PINDER**

**SENIOR MANAGEMENT PROFESSIONAL / CREATIVE DIRECTOR**

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**Address: 2 Highbrook, 33 Crestwood Drive – Lonehill, Johannesburg**

**A C-Suite Executive, combined with first-class design expertise, creativity, and thought leadership with commercial acumen and leadership abilities.**

**To see work go to** [**www.timpinder.co.za**](http://www.timpinder.co.za)

 **EMPLOYMENT OUTLINE**

**Presently: Consultant to:**

Key clients: Sampay Zambia – a PayPal like brand, Solar Solutions and Razzl carbonated soft drinks in Nigeria and Cameroon

**SO&U - M&C Saatchi Company, Lagos, Nigeria, as Consultant Executive Creative Director**

Key Clients: Globacom Mobile, Conoil Fuels and lubricants, Nigerian Insurance

Key Deliverables:

* Accountable for creating a brand reputation for the organisation by providing strategic solutions to the company and clients considering their market stakes involved. Gain an understanding of target audiences and the client's marketing strategy to deliver high-quality results that instantly impact the consumer, promoting the product or brand.
* Identify and fulfil the client's needs and requirements as per the marketing goals and strategies, creating unique brand promotion concepts
* Achieve maximum efficiency, productivity, and the maintenance of the highest quality of creative concept, design, and artwork.
* Deliver high-quality results that have an instant, positive impact on the consumer, promoting the product or brand by attaining a deep understanding of target audiences and the client's marketing strategy.
* Provide creative direction and leadership expertise to the concept designers/graphic designers/art workers harnessing their development and performance, assuring maximum efficiency and creativity.

**2017: FCB Wired, Gaborone, Botswana, as Creative Output and General Manager of an agency of 25 people.**

**Key Accounts**: Orange Mobile, Barclays Bank, DSTV, and Debswana (DeBeers Diamond mining Botswana), plus won several pitches, also instilled processes and systems, plus training.

Key Deliverables:

* Prepared and provided creative concepts and ideas, founded in insights, across all platforms for briefs and new business pitches.
* Formulated work by interpreting brand and category consistent with the brand’s personality and differentiates the brand from the competition. Developed great ideas and drove forward to bring the creative process to life.
* Designed and rendered fresh thinking, innovative, creative solutions, and relevant, motivating campaigns and platforms.

**2016 – 2017: Strategic & Creative Consultant – Johannesburg**

Key Deliverables:

* Devised and executed brand-building ideas to drive media coverage, buzz, and brand engagement for top clients in various sectors.
* Played a stellar role in outlining the brand of creativity and inspiring others within and beyond the global creative team to think in new ways and spur client audiences with next-generation platforms.

**2015 – 2016: Bournemouth University and London College of Communication**

**Key Deliverables**:

* Held responsible for providing lectures to Under and Post Graduate students.
* Assisted in the advertising to 1st and 2nd-year students as the Practitioner in Residence.
* Designed and rendered lectures on copywriting, brand strategy, creation, the basics of advertising, innovation, analysis, reframing, reversal, art direction, copywriting, and idea generation, etc. Prepared and invigilated the existing projects and year-end assignments.
* Conducted guest lecturing for different departments on brand building and managing advertising agencies.

**2014 – 2015: Altitude Advertising, TBWA Affiliate – Africa as Managing Director**

Key Deliverables:

* Shouldered the responsibility of securing and managing the following accounts: Stanbic (Standard Bank), Zambia Sugar, Hyundai (won), and ZNBC and pitched and won Total for scaling the business.
* Meticulously led a team of 15 people maintaining impeccable standards for creativity and quality when presenting to clients.

 **2013 – 2014: STB Mccann Nigeria, Nigeria, as Executive Creative Director**

**Key accounts: Airtel, Mobile Coca-Cola, McVities Biscuits, and Diageo**.

Key Deliverables:

* Ensured the highest level of quality and consistency when presenting to clients.
* Dexterously steered a team of 15 creative staff in handling accounts.

**PRIOR WORK HISTORY**

**2012: Havas/TMG, Kenya, as Managing Director/ Creative Director**

* Developed and nurtured a relationship with South Africa and TMG, a local Kenya agency.
* Upheld a strong relationship with Kenya Power (The electricity Company of Kenya), pitched, and won Kenya Airways.

**2012 – 2013: SCANGROUP, Kenya, as Creative Director Redsky (Consultant) on Safaricom (Vodafone in Kenya)**

* Innovatively designed a creative campaign and rolled out the MShwari – a mobile banking product.
* Steered efforts in growing the brand awareness of M-Pesa in Mozambique and ultimately across many other geographies as well as the entire Vodacom Brand for Mozambique.

**2011 – 2012: DDB Africa as Consultant Regional Creative Director Southern Africa**

* Provided oversight on the development and execution of creative across the following mediums: TV, Radio, Print, Outdoor, and a new CI for a major mobile brand in Malawi.
* Actively onboarded the new accounts with Pepsi for the launch of Aquaclear water and expanded the market share.

**2006 – 2011: Zk Advertising/TBWA South Africa, South Africa, as Creative Director/Managing Director**

**Key accounts: Celtel, and Zain Mobile for 12 countries across Africa.**

* Accomplished brand expansion and market leadership for (a large Kuwaiti-based Mobile service provider – now the world's 9th largest provider) across 12 countries in Africa.
* Played a stellar role in leading branding for Zain in the following markets: **Kenya, Tanzania, Uganda, Malawi, Zambia, DRC, Congo, Gabon, Nigeria, Niger, Burkina Faso, Chad, Sierra Leone, and Sudan**.
* Accredited with the African Mobile Brand of the year award for 2008 and Kenyan Brand of the year.
* Dexterously steered and piloted over 190 people across the ZK Africa Group with an annual budget of $US60 million in fees, plus Production and Media costs. Set up marketing campaign of the year for Africa in 2009.

**2006: The Gate Johannesburg – Investec Advertising, South Africa, as Creative Consultant**

* Supervised content development for the Waterfall commercial and other ongoing client work to revive the organization’s strategy and approach to developing creatively.

**1993 – 2002: Publicis, South Africa, as Executive Creative Director**

* Played a significant role in leading the creative development in Cape Town through membership in the Creative Directors Forum for Cape Town which later became the Creative Circle. Gained 13 pitches in a row at Publicis Cape Town.
* Accredited with numerous accolades, including London Festival, New York Festival, Mobius, and other awards.
* Expanded and propelled the Publicis to the number 2 agency status in Cape Town with 13 new business wins.
* **Accounts**: Caltex, Rothmans (Peter Stuyvesant), Bokomo foods, All Gold Foods, Distell, Sanlam, Santam etc.

**1992 – 1995: Dentsu Young and Rubicam Los Angeles (Transferred from Hong Kong) as Creative Director**

* Steered efforts in strategically pitching and securing a Luxury Division of Mazda called Amati.
* Worked on **Dole Foods, American Oceans Campaign, and Suzuki Motor Cycles**.

**1988 – 1992: DENTSU, YOUNG & RUBICAM, Hong Kong as Creative Group Head**

* Provided creative direction to 4 teams of eleven people for some of the world's leading branding, including Hong Kong Tourism, Japan Airlines, Mercedes Benz, Colgate, Adidas, and Citibank.
* Accredited with the numerous accolades of **Clio, London Festival, New York Festival, Mobius, and Gold Asian Awards**.

**ACADEMIC CREDENTIALS**

* **BA Hons** – Bristol University in 1977.