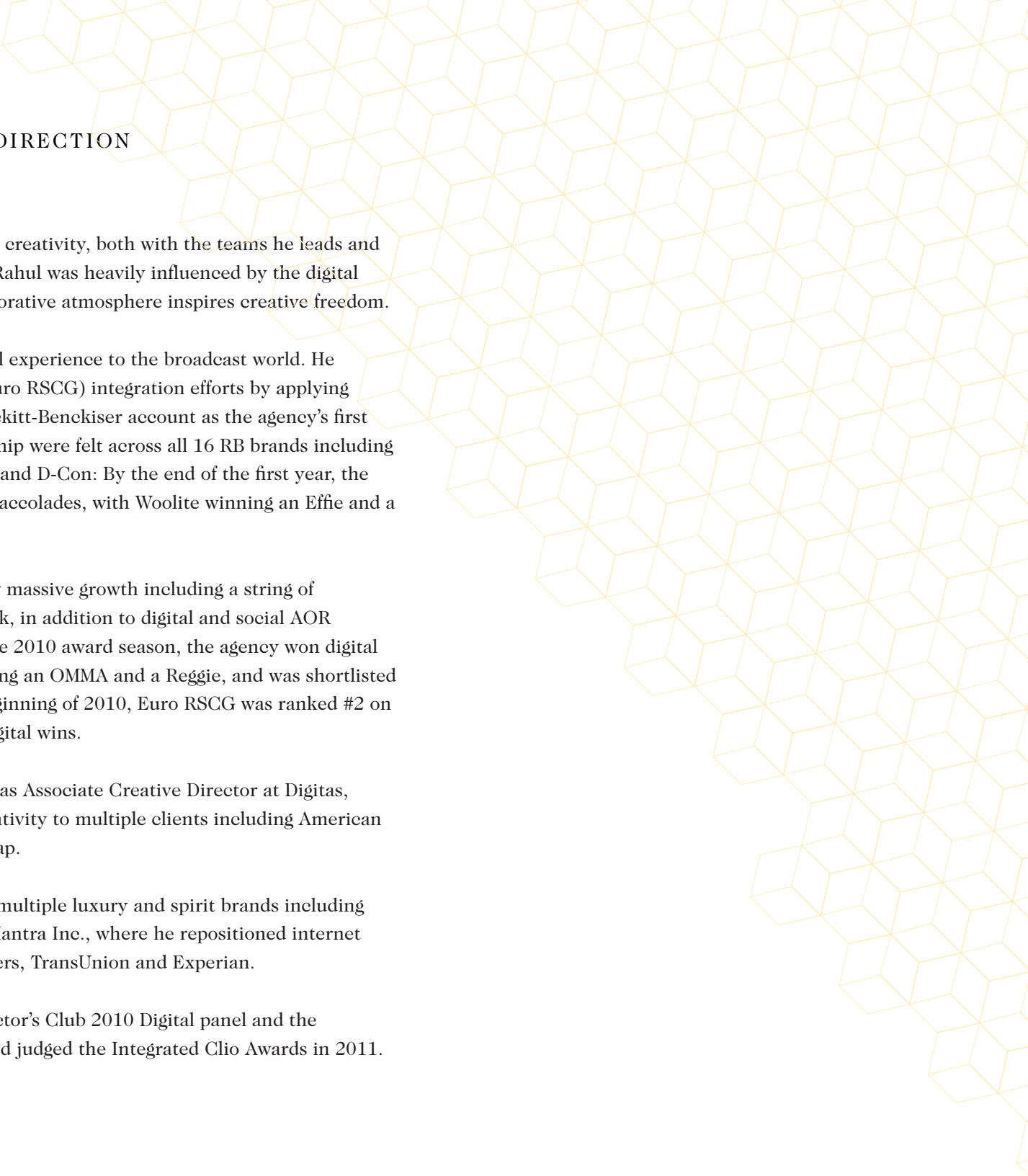


rahul sabnis



rahul sabnis CREATIVE DIRECTION

Throughout his career, Rahul has inspired creativity, both with the teams he leads and the types of work they produce together. Rahul was heavily influenced by the digital revolution, where he learned that a collaborative atmosphere inspires creative freedom.

In his recent role, Rahul applied his digital experience to the broadcast world. He pioneered Havas Worldwide's (formerly Euro RSCG) integration efforts by applying his creative philosophy to the flagship Reckitt-Benckiser account as the agency's first Integrated ECD. The results of his leadership were felt across all 16 RB brands including Lysol, Woolite, Air Wick, Franks Red Hot, and D-Con: By the end of the first year, the US saw a resurgence in sales and creative accolades, with Woolite winning an Effie and a Mobius.

Previously, as Digital ECD, the agency saw massive growth including a string of integrated wins for Heineken, NYSE, Merck, in addition to digital and social AOR status for IBM's digital business. During the 2010 award season, the agency won digital accolades across multiple accounts, winning an OMMA and a Reggie, and was shortlisted more than 30 times. As a result, at the beginning of 2010, Euro RSCG was ranked #2 on Adage.com's A-List – on the strength of digital wins.

Prior to joining Euro RSCG, Rahul served as Associate Creative Director at Digitas, where he applied his distinct blend of creativity to multiple clients including American Express, CNN.com, Samsung, and GameTap.

In previous positions, Rahul worked with multiple luxury and spirit brands including Diageo and L'Oreal, and he founded NewMantra Inc., where he repositioned internet properties for Sony Music, Lehman Brothers, TransUnion and Experian.

Rahul has served as judge on the Art Director's Club 2010 Digital panel and the Philadelphia Interactive ADDY Awards, and judged the Integrated Clio Awards in 2011.

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nov2010

INTEGRATED EXEC. CREATIVE DIRECTOR
havas worldwide (formerly euro rscg)

Promoted to Integrated Executive Creative Director of Reckitt-Benckiser, managing all creative including TV, print, digital and social media.

Restructured department into integrated ideation model.

Woolite Torturer campaign received multiple accolades including an Effie Silver, Mobius "Best of Show" and shortlisted for Jay Chiat Awards.

Finish Dishwashing campaign helped brand see double digit growth three years in a row against category leader Cascade.

Evolved the global "Something in Air Wick" campaign for the US market, reversing the downward sales trend that had plagued brand for five years.

Helped author RB Sync, an integrated creative process adopted globally as the blueprint for RB-Havas co-ideation.

In 2011, the combined success helped propel RB US to third in sales worldwide just behind emerging China and India markets.

apr2008

EXEC. CREATIVE DIRECTOR, DIGITAL
euro rscg worldwide

Pitched against Ogilvy and Digitas for IBM digital AOR and won.

Won Lacoste US business. Launched digital-only campaign.

Pitched for Heineken US Digital AOR from AKQA and won.

Ended 2009 with 40% growth in digital revenue.

Wellness business expands with multiple GSK wins. Teams grows to 35.

Ranked #2 on Adage.com's A-List on the strength of digital wins.

During the 2010-2011 award seasons, won over 35 individual merits, including a Webby and an OMMA.

By 2010, digital creative department grew to 80+ with average 95% retention for three years.

nov2007

CREATIVE DIRECTOR
euro rscg worldwide

Hired as the CD on Schwab to rescue the digital business.

Secured proper integrated AOR for Schwab and saved Claritin digital account.

Promoted to acting ECD of the Digital department, with 22 employees.

Secured AOR status for all 20 Merck brands, from Claritin to Coppertone, beginning a string of integrated AOR wins: Jaguar, NYSE, Dos Equis.

Restructured the Creative department to include discreet flash, design, interaction design and advertising groups, a first for a traditional agency with digital offering.

sept2006

ASSOCIATE DIRECTOR, CREATIVE
digitas new york - a publicis agency

Hired as ACD on GameTap business for Turner Entertainment, relaunching acquisition creative effort.

On strength of GameTap campaign, won CNN.com relaunch campaign with "I just saw it on CNN.com".

When the Samsung.com business went into review, designed the winning concept. The subsequent design remained the structure and style guide for the next five years.

Launched multiple Samsung ULTRA mobile phones, working with Leo Burnett under Team Samsung.

Joined the American Express Membership Rewards team, leading the optimization of the current site.

Created the offline/online brand book used for all Membership Rewards marketing materials.

Developed the new ShopAmex.com, which became the sales backbone of membershiprewards.com.

sept2004

CREATIVE DIRECTOR
id society

Joined as Director of Brand Strategy, bridging the Creative and Account departments.

Within three months, promoted to sole agency CD, leading a creative team of ten.

Grew existing creative assignments from simple emails and landing pages into Diageo AOR for all site work.

Redesigned the US brand sites for Crown Royal, Johnnie Walker, Tanqueray, Ciroc Vodka and Bulleit Bourbon.

On strength of Diageo launches, won giorgioarmanibeauty.com, a property of l'oreal over R/GA, firstborn and Big Spaceship.

Agency reputation grows through multiple interactive awards including Webby Awards, the FWAs and IACs.

Agency growth included the launch of Walkers Shortbread, Fashion Rocks (CBS), 1800 Tequila, ABC Family, Nautica, and Alize.

july2002

MANAGING DIRECTOR
workboards llc

Led the development of premier automotive job board, capturing 35% of marketplace in first three months.

Conceived and implemented shared revenue model, incorporating high-profile affiliates to funnel traffic to niche job boards.

Managed all marketing campaign efforts, including search engine optimization, viral emails, traditional print and direct mail, leading to a 45% increase in site traffic.

Established and managed overseas development team to strengthen core product offerings.

Responsible for quarterly P&L, revenue and expense projections.

dec1999

FOUNDER & LEAD CREATIVE
newmantra

aug1998

CREATIVE DIRECTOR
moody communications

june1996

SENIOR ART DIRECTOR
nci advertising

cornell university BS COMMUNICATIONS

SMALL GROUP DYNAMICS / COMPUTER SCIENCE ENGINEERING

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