



Michael Landou

Executive Creative Director



Creative at heart. Leader by nature.

I believe in creative that performs, ideas that don't just look good but work hard. From retailers to restaurants, stadiums to showrooms, I've helped build brands and global campaigns that move people and move products. Whether it's automotive, drinks, food, entertainment, sports, lifestyle, or tech, my focus is always the same: turn bold thinking into measurable impact. Because the best ideas don't hang in galleries ... they live out in the world, connecting with people and driving results.

I mentor, I learn, I roll up my sleeves, and I work side by side to make sure every idea my team bring to life is grounded in insight, powered by data, and built to perform. For me, creativity isn't a job ... it's how I think, see the world, and move forward.

AI Tools & Software Skills

Claude · Gemini · ChatGPT · AI Collaboration & Prompting · AI Content Creation & Curation · Gemini Notebook LM
· AI Workflow Integration · Agentic AI · Adobe Creative Suite · Figma · Microsoft Office 365 · Canva · Google Workspace

WORK EXPERIENCE

Bite Size Agency New York, NY

Clients: Molson Coors, Miller Lite, Coors Light, Sobey's, IGA, Jarritos

TLC Worldwide New York, NY

Clients: UFC, Shell, Pennzoil, Jergens, Sazerac, AT&T, KAO, Rekkitt, ABInBev

Epsilon Agency Westport, CT

Clients: Philips, Harvest Hill, Pernod Ricard, PurePoint Financial, Five Star

US, Executive Creative Director | 2024 - Present

- Led U.S. strategy, new business and AI innovation for an SMS-powered web-based engagement platform, redefining how brands connect with fans through second-screen experiences.
- Partnered with brands and retailers to drive in-store and online sales, transforming data insights into loyalty and higher conversion rates.

NA, Executive Creative Director | 2018 - 2024

- Drove agency performance and profitability, influencing every stage of delivery to achieve consistent front-end success.
- Generated agency sales growth year-over-year, anchored in data, creativity and commerce.
- Ensured all creative and content initiatives were brand-consistent, insight-driven and backed by data-led strategy.
- Excelled in fast-paced pitch environments, driving sales growth for clients in CPG, retail, QSR, telecom and finance.

SVP, Executive Creative Director | 2017 - 2018

- Led a 40-person, multi-disciplinary creative department using data-driven strategy to craft omni-channel experiences.
- Unified two creative departments into one, streamlining workflows to boost efficiency and creative output.
- Drove organic account growth by optimizing team talent and reallocating resources across brands.
- Selected top-performing creative concepts for development and guided teams to deliver award-winning work.

Branding | Concepting | Marketing | Commerce | Social | Experiential | Design | Shopper | Packaging | Engagement | Loyalty

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WORK EXPERIENCE (Continued)

Geometry Global Montréal, QC

Clients: International Federation Red Cross, Evenko, Pirelli Tires, SC Johnson

Momentum Atlanta, GA

Clients: Coca-Cola Winter Olympics, Coke Zero Nascar, Evian

Saatchi & Saatchi X New York, NY

Clients: Wendy's, Wal-Mart, Walgreens, P&G, Metamucil, Clairol

Publicis USA New York, NY

Clients: Allied Domecq Spirits: Kahlúa, Stolichnaya Vodka, Canadian Club, P&G, Home Cafe, Mr. Coffee

EDUCATION

Syracuse University Syracuse, NY

Executive Creative Director | 2010 - 2017

- Played a key role in scaling the Montréal office from 6 to 50+ employees in under 3 years.
- Led a 20-person multilingual creative team from concept through production, specializing in shopper marketing and integrated communications.
- Oversaw creative output across retail, experiential, packaging, digital, social and brand engagement.
- Recruited, managed, and mentored creative talent, fostering a collaborative and high-performing team culture.
- Maintained top-tier creative standards while staying current with industry trends to drive innovation and growth.

Creative Director | 2008 - 2010

- Supervised the creative department, guiding teams in the development and execution of branding initiatives across a comprehensive product portfolio.
- Directed campaigns from concept to completion, ensuring alignment with briefs, timelines and strategic objectives.
- Collaborated with account directors, strategic planners, and external agencies to develop successful sponsorship activations.
- Presented creative concepts to senior executives, securing approval and fostering long-term client relationships across a global network.

Creative Director | 2006 - 2008

- Oversaw cross-functional teams of art directors, copywriters, and designers across multiple offices to deliver strategic brand solutions.
- Managed fast-paced, high-pressure workflows, meeting tight deadlines for global clients.
- Directed new product launches and collaborated with key accounts to execute integrated in-store and online promotional campaigns.

VP, Creative Director | 2001 - 2006

- Developed advertising campaigns across media channels, ensuring consistent brand messaging.
- Led art and production teams of up to 10, ensuring seamless execution of world-wide artwork releases, live events, promotional kits, and broadcast content.
- Presented global creative campaigns to existing clients and secured new business growth opportunities.

Bachelor of Fine Arts

Major: Illustration

Minors: Art History & Photography

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