

Kirk Kirkpatrick

CAREER SUMMARY

Creative Director Tonic - Kansas City, MO	2010-present
Professor of Marketing, Executive MBA program, Henry Bloch School of Business and Public Administration, University of Missouri at Kansas City.	2008-present
Senior Vice President, Group Creative Director Bernstein-Rein Advertising Inc. - Kansas City, MO <i>Wal-Mart, McDonald's, Time Warner Cable, Russell Stover.</i>	1996-2009
Senior Vice President, Group Creative Director Young & Rubicam - San Francisco, CA <i>Hidden Valley Ranch, KC Masterpiece, Rice-A-Roni, Brita, Fresh Step, Pine Sol, Kingsford, Matchlight</i>	1981-1983 & 1988-1995
Executive Vice President – Executive Creative Director D'Arcy Masius Benton & Bowles - San Francisco, CA <i>Sun-Maid Raisins, Sunsweet Prunes, Diamond Walnuts, Verbatim, Hyundai.</i>	1984-1988
Creative Director Young & Rubicam - Hong Kong <i>Hong Kong Tourist Association, Johnson & Johnson, Proctor & Gamble, Bacardi, Johnnie Walker, Miller Beer.</i>	1979-1981
Senior Copywriter Young & Rubicam - Melbourne, Australia <i>Commercial Bank, Cadbury Confectionary, Carnation Milk, HBA (Blue Cross)</i>	1973-1978

CREATIVE AWARDS:

CLIO, One Show, RACie (Best of Retail Advertising – 2007), Gold Addy, San Francisco Art Director's Club, Andy and many others.

CAREER ACHIEVEMENTS

- National Addys re-branding committee, American Advertising Federation.
- Led the creative team on Time Warner Cable and produced award winning television for digital cable, Road Runner High Speed Online and digital phone

products from 2007-2009, and produced multiple campaigns across all platforms including internet and direct marketing applications.

- Directed Time Warner Cable's national effort for the DTV Transition of 2009.
- In February, 2007, won the Retail Advertising Conference "Best of Show" award for the Wal-Mart holiday cinema commercial. In the same show, won "Best of Television" award for the Wal-Mart holiday television campaign.
- In March, 2007, won a National Gold ADDY for the Wal-Mart holiday cinema commercial.
- For the crucial 2006 Wal-Mart holiday campaign, directed and supervised an award-winning integrated marketing campaign ("Be Bright") which included cinema, television, print, in-store design, collateral and online materials.
- Served for 10 years on the Wal-Mart International Agency and Creative Councils, helping to lead and direct the brand in 15 countries worldwide.
- Developed a deep appreciation and understanding for international marketing by living and working internationally in both Hong Kong and Australia.
- Served 5 years on the national management and creative boards at DMB&B.
- Board Member, Powell Gardens, Kansas City's 915-acre not-for-profit botanical garden.
- Member, University of Missouri at Kansas City Executive Education Advisory Committee.
-

EDUCATION

B.A. Mass Communications, California State University, 1972.

M.B.A., University of Missouri at Kansas City, 2008.