

Pancho González

Advertising

Martín de Zamora 4555, of. 1901, Las Condes

Santiago, Chile

Chile

View the full portfolio at <http://www.thecreativefinder.com/panchogonzalez>

Professional Experience and Curriculum Vitae

Pancho González studied advertising in the "Universidad de Santiago" with additional Business Administration studies in same University, has worked in the best Chilean advertising agencies (Ogilvy&Mather, IDB/FCB, Lintas, adn/Y&R, Wunderman, BBDO, RNL) and currently is Co-Founder & Executive Creative Director of Inbrax Chile.

He has been judge at major worldwide advertising festivals, including Cannes, Art Director's Club, LIAA, Mobius, Ad Stars, Cresta, FIAP, Effie Awards, The New York Festivals and Achap, among many many others and was the first Chilean to chair the jury of the AME Awards (2009) in New York and teaching at Miami Ad School. He has been speaker in Costa Rica, Brazil, Argentina, Moscow, United States, Korea and all Chilean universities that dictate advertising career.

With more than 100 national and international recognitions (Cannes, ADC's, The New York Festivals, FIAP, Ojo de Iberoamerica, Young Creatives One Show, Effie, Grand Effie, Young Guns, Eagle Awards, AdStar, Achap, Archive, AdAge, Bestadsontv, Caracol de Plata) and been director of the Chilean Creative Circle, is one of the most influent creatives in his market. Professor at several universities, active member of ACT (Advertising Community Together), located in the top 10 worldwide creative ranking at Bestadsontv (2009-2010) and ranked number 3 overall Chilean copywriters at Luerzer's Archive.

Throughout his career he has worked with brands like Blockbuster, Domino's Pizza, Cencosud, 3M, Jumbo Hypermarkets, Duracell, Sony Ericsson, BancoEstado, Amnesty International, Movistar, Lever, KFC, British Airways, Bata and Parmalat, among others.

News:

This year he was invited to take part as jury at Ad Stars (Korea), Astrid Awards (China), Golden Awards of Montreaux (NY) and Avonni Awards Chile.

Previous Clientele

Please kindly get in touch for more information.

Awards and Accolades

Please kindly get in touch for more information.

Awards and Accolades

Please kindly get in touch for more information.

Pancho González

Advertising

Martín de Zamora 4555, of. 1901, Las Condes

Santiago, Chile

Chile

View the full portfolio at <http://www.thecreativefinder.com/panchogonzalez>

Please kindly get in touch for portfolio works.