

Josh Sklar

Creative Direction
United States

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

Professional Experience and Curriculum Vitae

Josh Sklar is a pioneer of digital marketing and advertising.

His career spans more than 25 years in the space; imagining, coding, designing, developing, innovating, and strategizing his way to success at the helm of the world's most respected digital agencies, among them Bates Advertising, XM Asia, XM Worldwide, and WPP Digital's BLUE.

"Josh is not one of Asia's digital pioneers, he is the region's digital pioneer," says VP of Yahoo! Asia Pacific and IAB Chairman, Ken Mandel. His commitment to breaking new ground led to an unbroken run of successful, results-driven, award-winning digital campaigns for some of the world's most prestigious brands, including: HP, Nokia, Cisco, Visa, Heineken, Coca-Cola, Discovery Channel, ESPN, Singapore Airlines, Pfizer, General Motors, HSBC, and the US Department of Defense.

Most recently Josh served as Global Creative Director and Director of Digital Strategy and Operations for Enfatico, WPP's "all star" initiative that assembled the network's top talents to lead worldwide integrated campaigns for Dell.

This breadth of experience combines with a deep understanding of how people interact with technology to create a unique, truly global perspective, putting Josh squarely at the forefront of the digital revolution. This keeps him in demand for his expert advice and opinions, with appearances on CNN, CNBC, and ABN (Asia Business News) and quotes printed in The Wall Street Journal, Time Magazine, and numerous online news sources. Josh has been invited in as a member of the International Academy of Digital Arts & Sciences (IADAS), founded the Asian New Media Association, has served on major creative award show juries including the Clios and The Webbys, guest lectured at the University of Texas at Austin's prestigious Advertising and PR graduate program, and for the last 17 years has written a regular new media column for the advertising trade.

Today, Josh is Founder and Chief Heretic for Heresy, a consultancy that rejects the status quo and has a simple mission: to convert marketing professionals into digital marketing gurus — and to resurrect their careers, their organizations, and their brands along the way.

Previous Clientele

3M
Accenture
Action Direct Marketing
Acuvue
AMD
Animal Planet
ATKearney
Aqua Physics
AspireATM
Aviva
Backwoods
Bates Worldwide
BEA

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Bendryl
Blue Shield of California
Boeing

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