

## **MARK BERNATH**

### **Executive Creative Director**

Mark hails from North Carolina where he graduated from the University of North Carolina at Chapel Hill. His first job out of school was washing dishes in Telluride, Colorado, where he spent two years skiing in the San Juan Mountains. Since then, Bernath's 16-year career in advertising has been spent in Los Angeles, New York and Amsterdam.

His early years saw him bounce around LA shops with stints at Deutsch, Wongdoody, and TBWA/Chiat Day among others. The journey continued to Manhattan where he helped Publicis New York win their first Cannes Lion for Fujifilm and spearheaded the digital re-launch of Foster's Lager at Ogilvy New York to bring the agency its first Gold Pencil from the One Show.

In 2007 Mark joined W+K Amsterdam as Creative Director on Electronic Arts (EA) with his first project for the game FIFA STREET 3 producing one of the top virals of the year, baffling over 25 million viewers.

As Creative Director on the global Nike account he created numerous campaigns including multi-award winning integrated campaigns 'Here I am' for Nike Women, and 'Write the Future' for Nike Football. The latter of which was honoured with Best in Show at the One Show as well as the NY Art Director's Club and received the Film Grand Prix at Cannes.

Promoted to Executive Creative Director alongside Eric Quennoy two years ago, 2011 saw Mark and Eric featured in Ad Age & Creativity's 50 'innovators and category-defiers'. Their first two years on the job has already produced award-winning global work for Heineken with 'The Entrance' and 'The Legendary Making of the Date', with an Epica and Eurobest Grand Prix respectively, and 6 Lions so far.

Mark lives in the centre of Amsterdam with his wonderful wife, three boys and their dog, Huckle.

### **ABOUT WIEDEN+KENNEDY AMSTERDAM**

Wieden+Kennedy is an independent, creatively led advertising agency that creates strong and provocative relationships between good companies and their consumers. Founded in 1992, the Amsterdam office is a truly international agency purposefully built to produce global and pan-European campaigns. Clients include Heineken, Coca-Cola, Booking.com, Levi's, GE, Nike, Electronic Arts, Intel, Carrera and ESPN.

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