



## Gerald Berliner

7 Rosenstock Road  
Ellenville, NY 12428

[geraberl@mac.com](mailto:geraberl@mac.com)

[linkedin.com/in/geraldberliner](https://www.linkedin.com/in/geraldberliner)

845 853-2374

## Resume

**My goal is simple; to do great work with great people, for great people.**

I possess a wealth of experience from working at the highest levels of the creative industry at some of the most innovative and influential agencies around, (including my own) creating, designing, and managing global brands for Fortune 500, 100, and 50 companies across a diverse range of industries.

I've collected several awards along the way and have been a keynote speaker at numerous design and industry-related symposiums, both here in the US and internationally. I lead both through inspiration and by example. I have an insatiable thirst for well-thought-through and executed design and creative thinking. It is my central and driving passion. It's not a job, it's more of a way of life.

A confident and articulate presenter, I am adept and skilled at leading clients, and internal teams, through the creative journey and jungle, from strategy, execution, and implementation. I am a big exponent of the 'creative strategy and strategic creative' philosophy.

My design portfolio can be viewed at:

[berlinercreative.com](http://berlinercreative.com)

My photography can be viewed at

[geraldberlinerphotography.com](http://geraldberlinerphotography.com)

## Career Path

### Wolff Olins

London - 8 years

My career started with a formative eight year tenure at Wolff Olins. I entered as a designer and left having risen to the level of Creative Director.

### Clients

British Telecom, ICI, Virgin Atlantic, Gardner Merchant, Cronos, Social Security (formerly the DHSS), The Department of Trade and Industry, Pathé, National Power, Vauxhall, Cellnet, IBM UK.

## Schechter Group/Interbrand

NYC - 6 years

Omnicom's branding stablemate, The Schechter Group, recruited me to New York City as Associate Creative Director. A year after joining, The Schechter Group was merged with Interbrand. Based on my abilities, I was appointed Senior Vice President, Executive Creative Director of Interbrand. As a result, I became responsible for building, managing, and directing Interbrand's entire North American creative resource, including brand identity, packaging, environmental and retail branding.

### Clients

MCI, AT&T, Qualcomm, Compaq, Rapp Collins, CompuServe, 3M, Imation, CMP, MasterCard, Bank Boston, Provident, Advanta, HomeSavings Bank, Delphi Automotive, General Motors, Aramark, ACDelco, BMW, Towson University, Taco Bell.

## Corebrand

NYC - 4 years

I left Interbrand to become executive creative director, and managing partner of Corebrand (now known as Tenet).

## Clients

Aventis, GeneralCologne Re, GlobeSpan, Chip Center, Louisiana Pacific, Standard Register, Hitachi, Ciba Specialty Chemicals, Thomson Financial, The Thomson Corporation, MasterCard.

## Publicis Brand Optimization Group

NYC - 3 years

I left Corebrand to become the Executive Creative Director of Publicis' branding division, the Brand Optimization Systems Group (BOS).

### Clients

Zurich Financial Services, Sprint, T-Mobile, SpringHill Suites by Marriott, Citibank, BMW.

## Brandinglife

15 years (current agency)

After three years at Publicis, I felt it was time to branch out independently. So I established Brandinglife as a virtual agency, creating cadres of branding and communications specialists on a project-need basis. I am both the owner and worldwide creative director.

[brandinglife.com](http://brandinglife.com)

### Clients

MasterCard, The Mohonk Preserve, The GreenEarth Companies, Marist College, Boyden Global Executive Search, Alma Foods, Broadridge, TIAA Henderson, Constellis, Time Inc, APMT, Charles Schwab, Brandt, Madison Home Equities, Tizen, Mobile Printing Consortium, Enverra, Intel, Vergegroup, Kaplan University, The Cuddy, The Publik House, Palizzata, Tony & Nick's Italian Kitchen, Community Foundations of The Hudson Valley, Central Pennsylvania Youth Ballet, National Organization on Disability, Open Space Institute, Scenic Hudson, T-SEC, Minnewaska State Park, Dutchess County Land Conservancy, Decco.

References available on request.