



Dynamic, results-driven
Creative Director and
Brand Champion driving
change through **brand**
elevation, **creative vision**,
and strategic **leadership**.



I'm a brand guy. And an ad guy. Certainly a roll-up-your-sleeves guy. If you need a versatile creative who does it all — and is hungry for more — I'm your guy!

As an in-house leader, I championed the brand evolution of Ortho from J&J carve-out, to independence, through going IPO. Then I led nonprofit Saga Education to elevate its brand to make meaningful change for under served students nationwide. I also directed an in-house team to revitalize the ETS corporate and product brands, winning scores of awards along the way.

On the agency side, I have been a member of amazing teams who have built brands like A&E, Anthony & Sylvan Pools, AT&T, BellSouth, Coldwell Banker, DuPont, J&J, Multimedia Entertainment, and Newsweek International.

As partner/owner of my own award-winning agency, Splinter Group, I led the creative and brand efforts that wowed clients including Benjamin Moore, Broadbeam, Foodtown, Maxim Group, Mercedes-Benz, Roma Foods, and Spirits Unlimited.

Every day, I'm driven to build brands, mentor creative talent to win awards, and help clients reach their business goals.

Have a look at my work, and more importantly, the stories behind the work. Need a champion for your brand and a creative leader on your team? Let's get started!



Creating a Higher Impact

Vision for Success When Joining Saga Education:

Help Saga better tell its story and amplify its brand so more districts would adopt the proven framework of Saga's high-impact tutoring, helping more under served students succeed.

Brand Guidance: Establish Saga as a thought leader and trusted partner in high-impact tutoring. Through brand research, identify the Saga brand promise, brand pillars, and brand archetype. Develop a brand image campaign, messaging framework for marketing and social media, and increase brand awareness with all audiences. Protect Saga IP with a trademark strategy.

Creative Direction: Drive a consistent visual brand identity that elevates Saga above other ed-tech organizations and leverage universal emotional drivers of helping students succeed.

Brand Experiences: Position Saga co-founders as thought leaders through social content, media, interviews, and the Saga video/podcast series "EdHeads". Provide demos and tools that help audiences experience the power of high-impact tutoring and the value of Saga as a partner. Launch an internal brand ambassador campaign to align the organization around the Saga brand promise. Incorporate accessibility into the website, student and tutor materials, and marketing collateral.

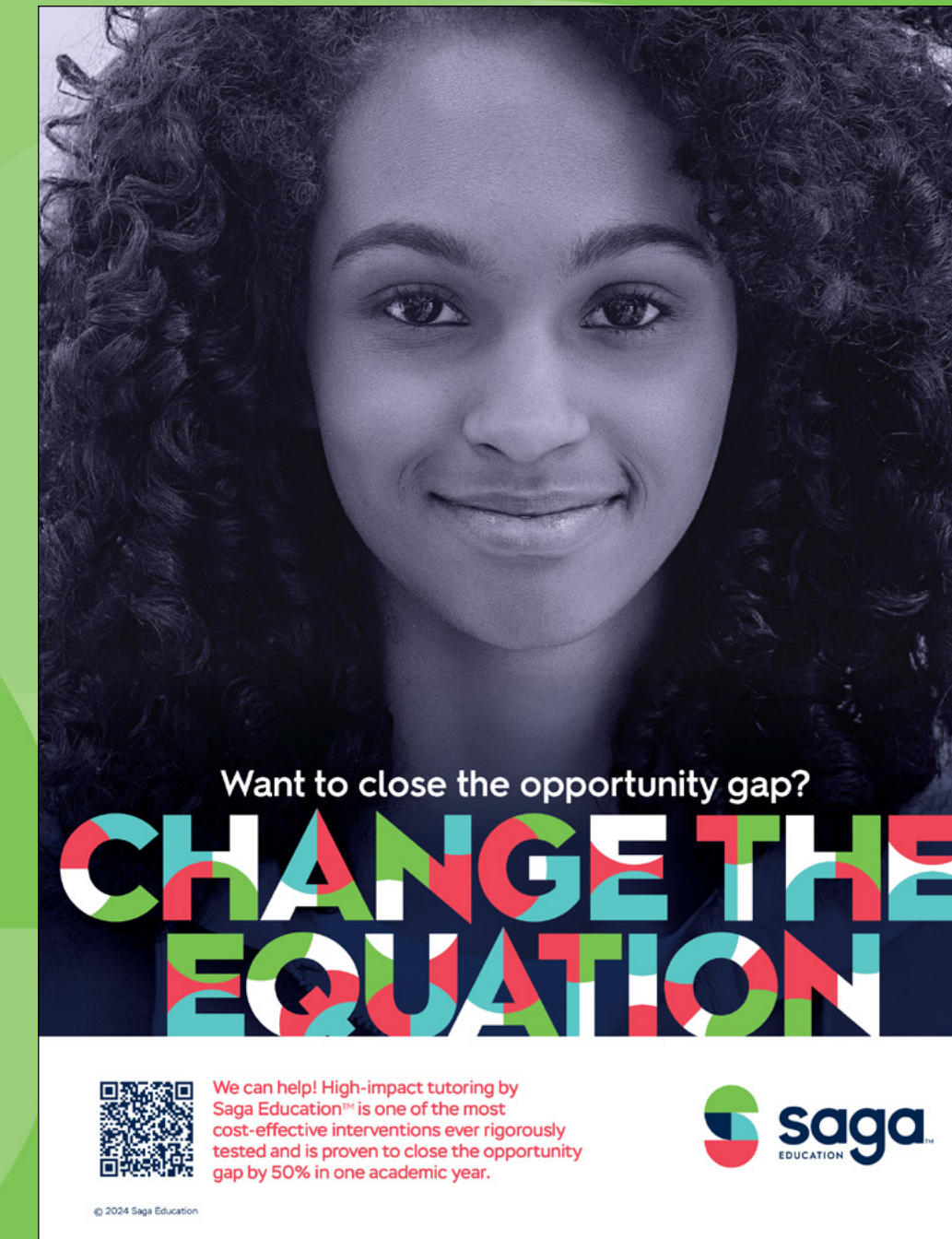
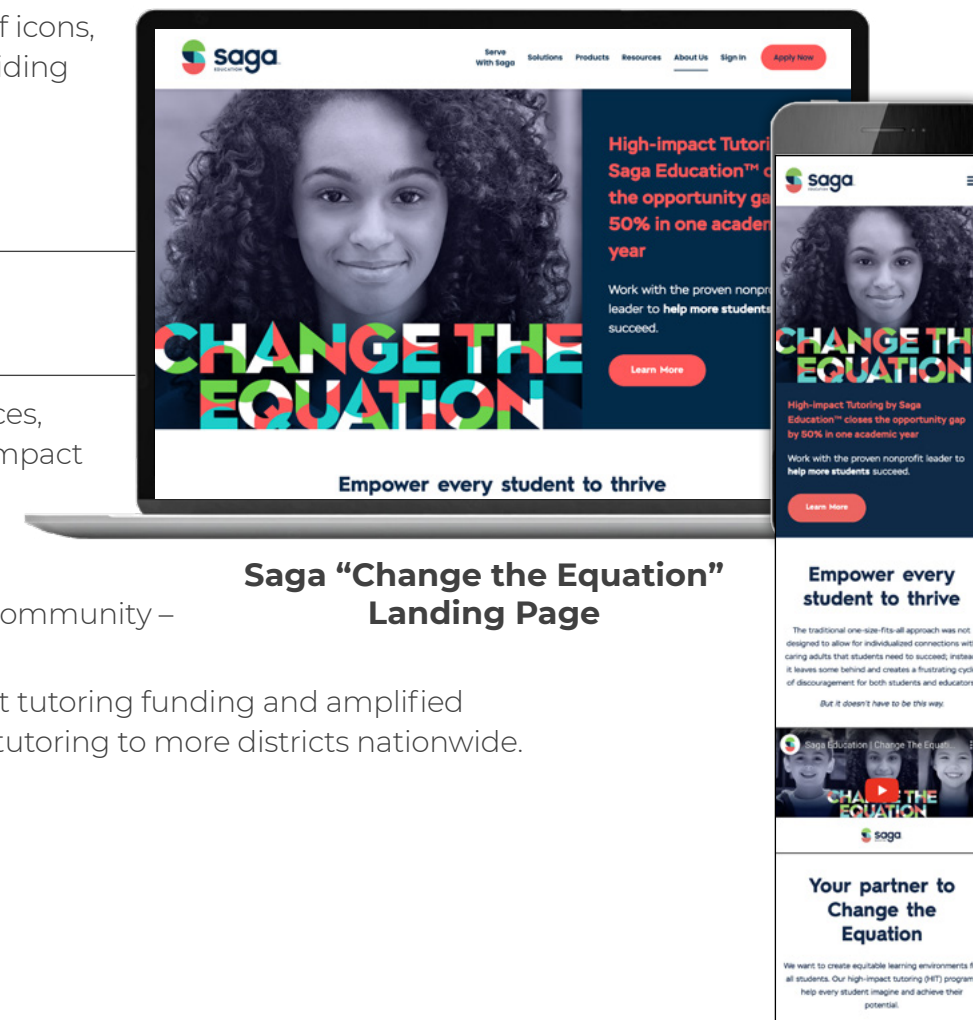
Brand Tools & Assets: Create a brand library of icons, templates, photos, content, and more while providing brand training to all employees.

Brand Essence: "Advocacy for Change"

Results:

Saga increased brand awareness with all audiences, raising its search ranking from 78 to 9 for "high-impact tutoring" and doubling the number of LinkedIn followers in under 2 years. Internally, employees embraced the essence of the brand (nearly 60% joined the internal Workvivo Brand Community – among the highest of all internal communities).

Saga helped pass new legislation for high-impact tutoring funding and amplified its impact for students by bringing high-impact tutoring to more districts nationwide.



Saga Education Funders Ad



Saga Education :60 Spot (Click to View)

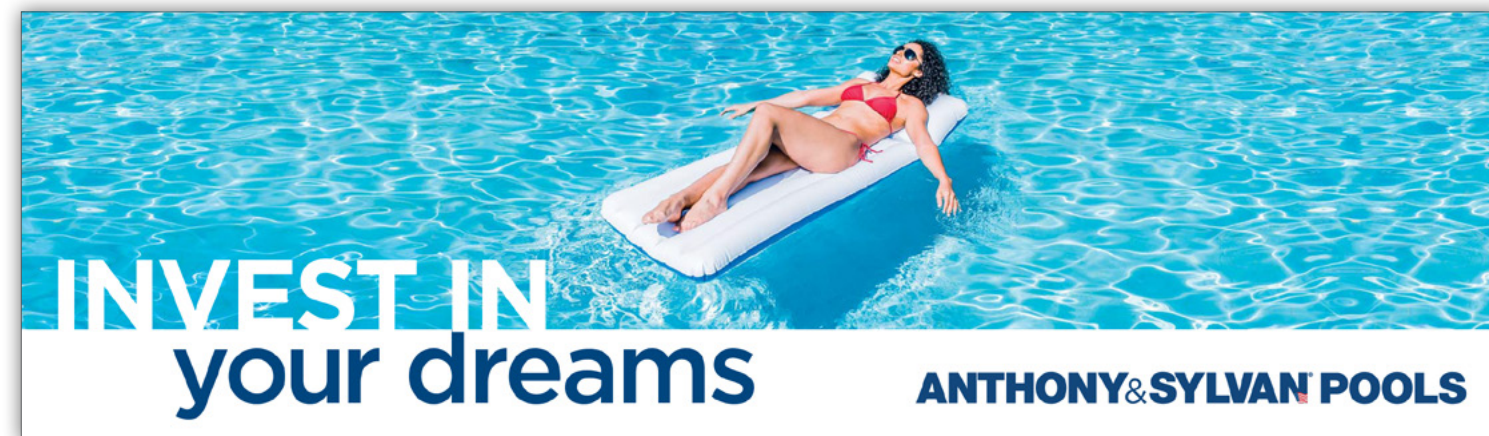
Making a Splash with a National Campaign

Brand Essence: "Pure Joy"

Leveraged the 75-year-old brand reputation of Anthony & Sylvan Pools to drive interest and conversion with target prospects by demonstrating the pure joy that an investment in a beautiful Anthony & Sylvan pool delivers.

Materials Produced

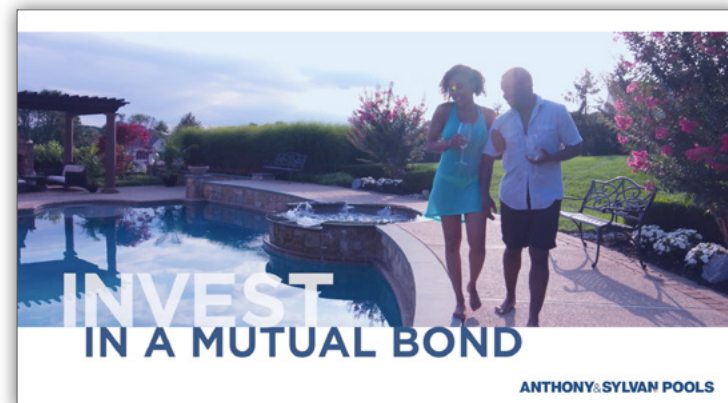
Direct Mail | Out-of-Home | National and Streaming TV Spots | Email Marketing | Organic and Paid Social Media | Local Ads | Websites | Gamification | Radio



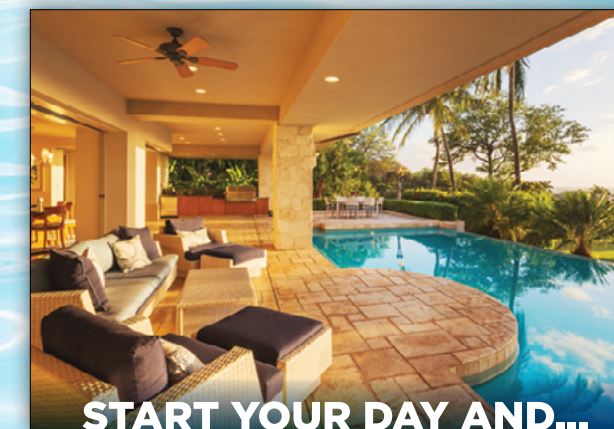
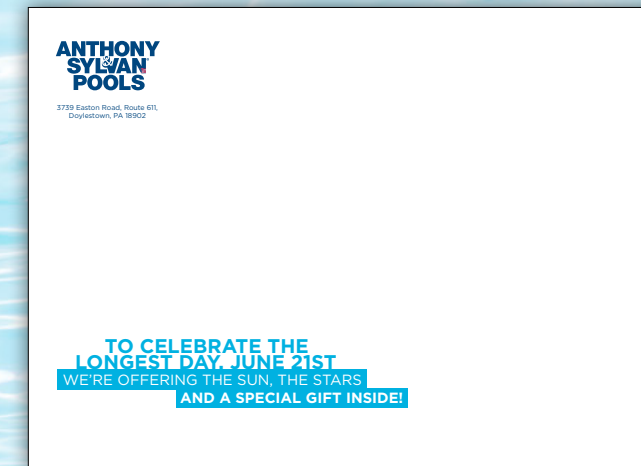
Out-of-Home



National/Streaming TV :30 (Click to View)



National/Streaming TV :15 (Click to View)



June 21st is the longest day of the year, giving you more time for pool fun and great memories! To help you celebrate, we've included a \$10 Amazon gift card as you enjoy your longest day poolside.

ANTHONY & SYLVAN POOLS

Celebrate the longest day of the year with this gift from Anthony & Sylvan!



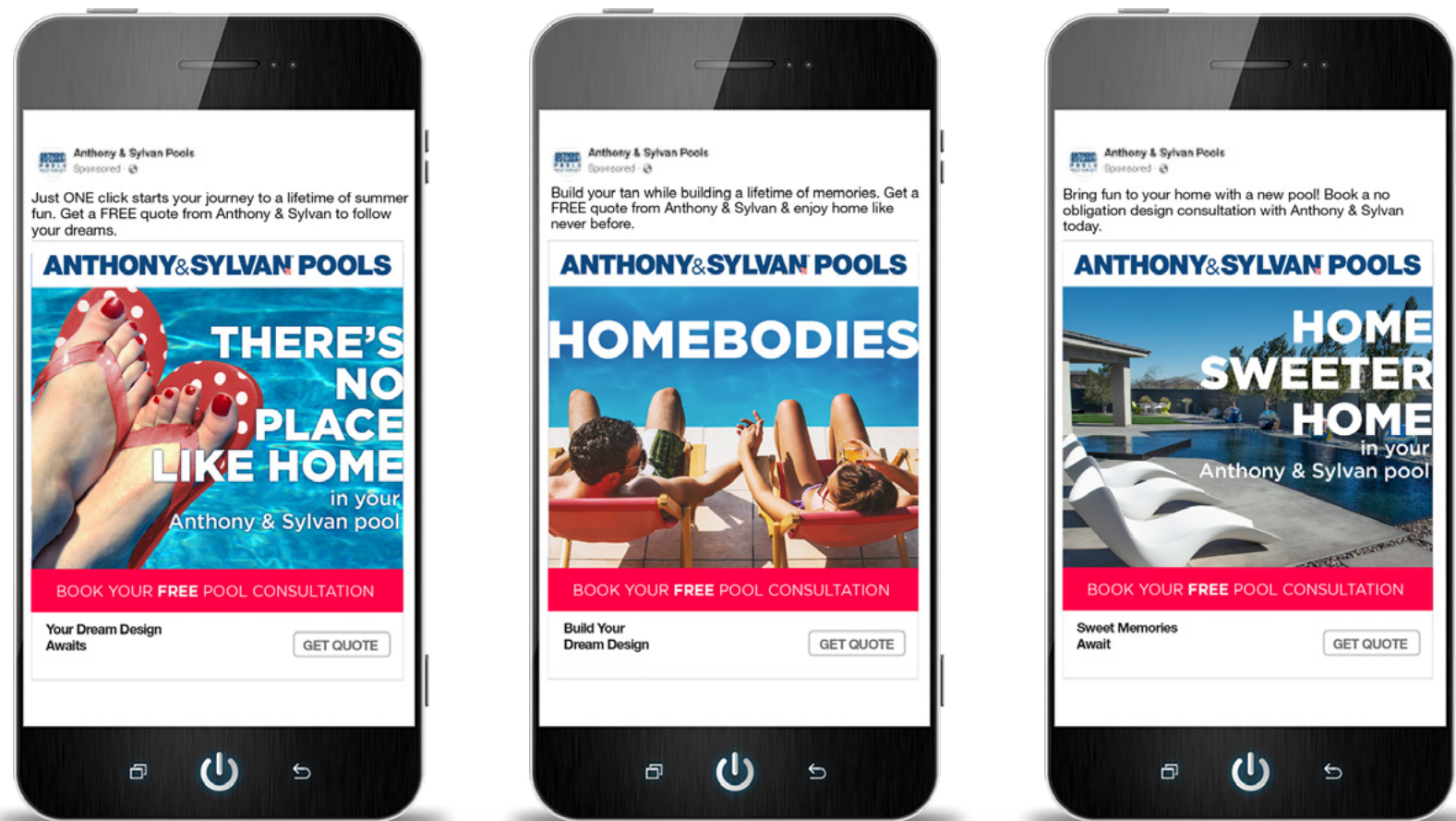
Longest Day of the Year Direct Mail Tri-Fold

Plus, don't forget to let your friends and family know how much you are enjoying your Anthony & Sylvan pool and **EARN UP TO \$500*** through Splash Cash. Scan this code and start referring today!

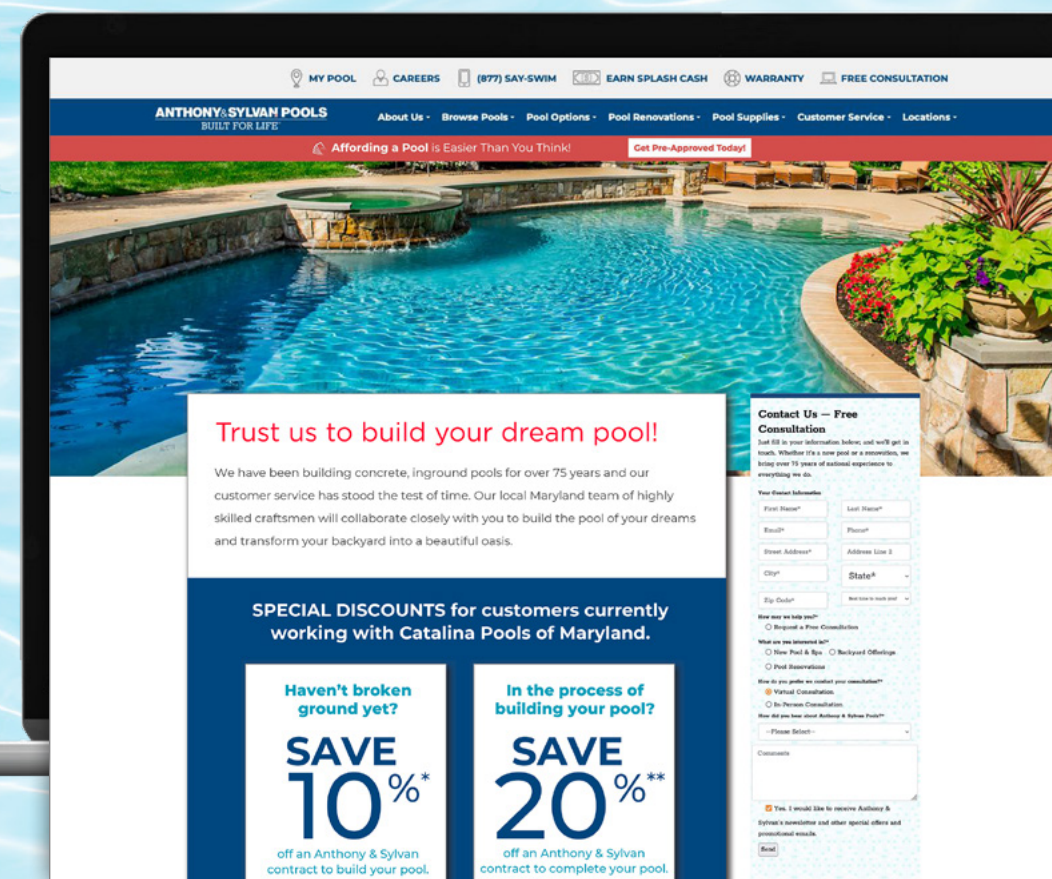
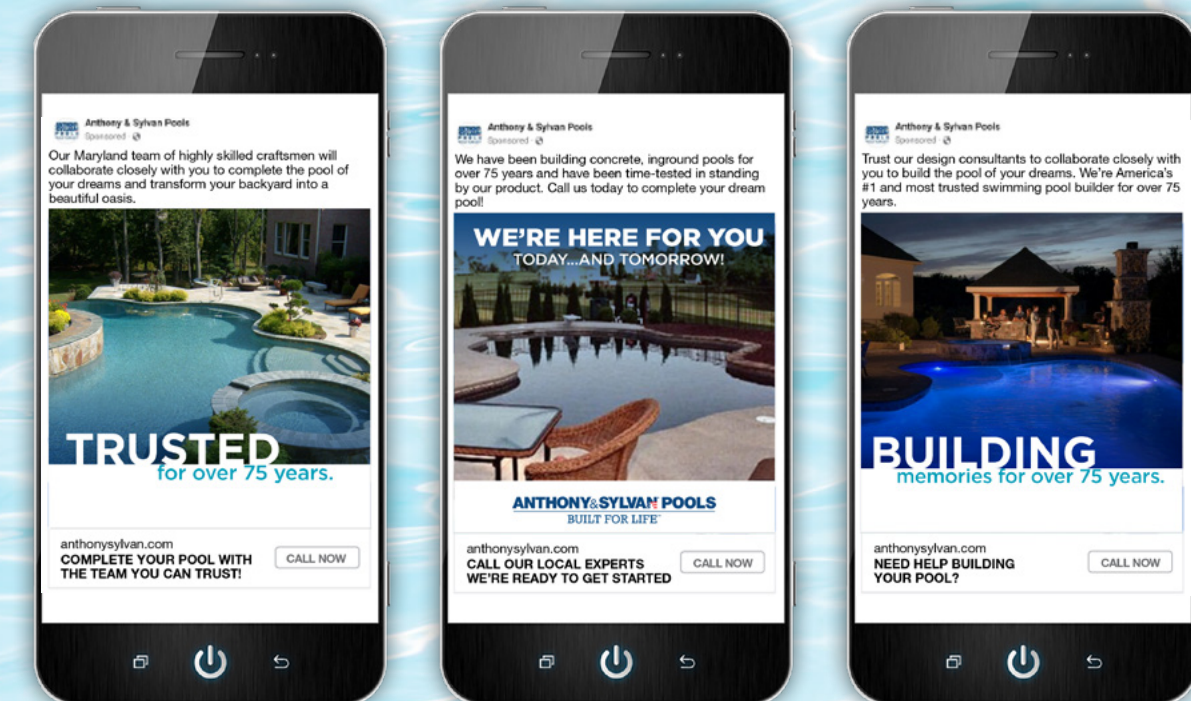


ANTHONY & SYLVAN POOLS

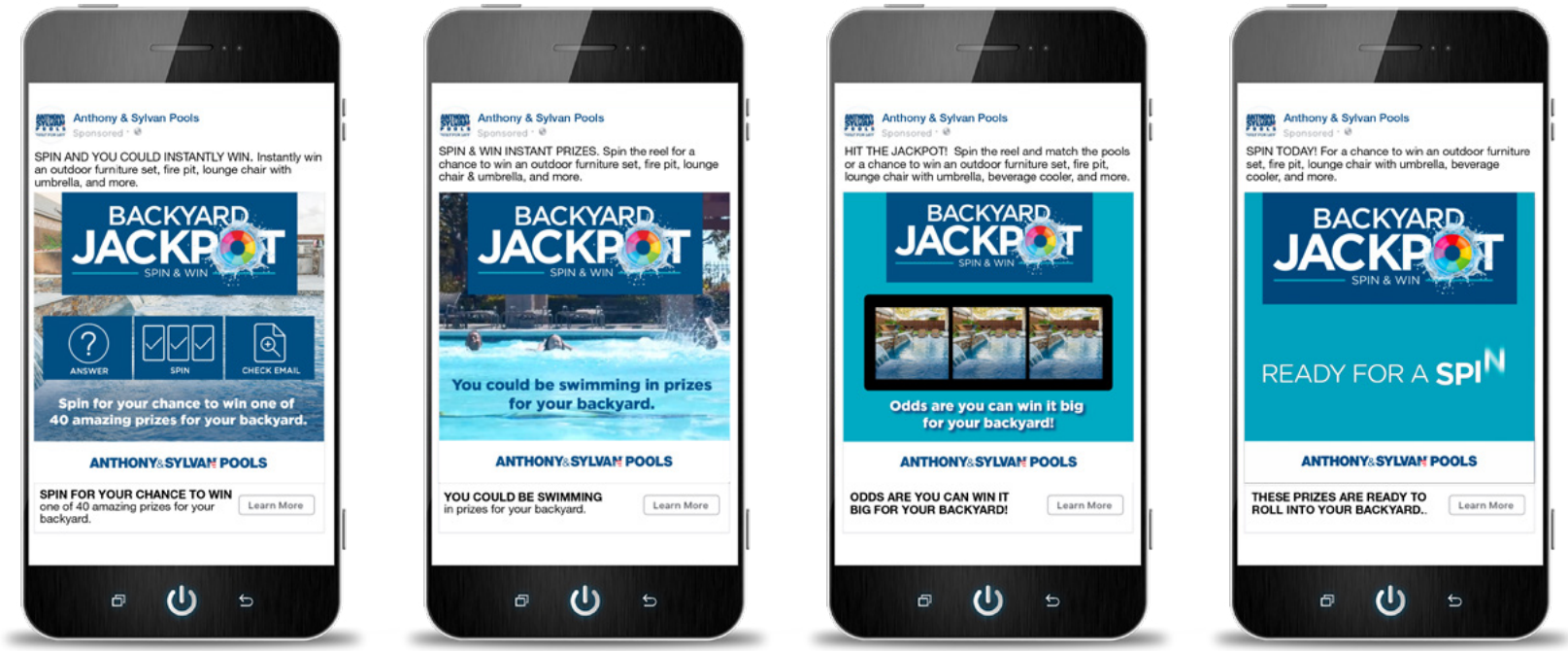
*Maximum referral earned for an account is \$500. There is no limit to the number of people referred and you will receive a \$500 Amazon Gift Card after completion of acquisition of a new pool or \$250 Amazon Gift Card after referral completion for the person you referred. Not to be combined with any other offer. Offer ends 6/30/2023. See website for details.



Paid Social Media Campaign: Encouraged homeowners to invest in an in-ground pool for safe family fun at home.



Customer Acquisition Geo-Targeted Campaign: Digital campaign reaching Maryland homeowners when a local pool vendor abruptly closed its doors.



“Backyard Jackpot” Paid Social Media Motion Graphics (Click Each to View)



“Backyard Jackpot” Spin & Win Game

Ortho - It's All About the Results

Vision for Success When Joining Ortho Clinical Diagnostics:

Stand up and grow Ortho as an independent brand; raise the bar of the creative product; ensure meaningful brand experiences for customers; provide tools, assets, and guidance for employees and agencies globally to effectively amplify the Ortho brand.

Brand Guidance: Clearly define and articulate the value of the Ortho brand, creating a comprehensive visual library that ensures consistency globally. Provide training (LMS modules, live WebEx sessions, and intranet "how to" videos).

Creative Direction: Lead by example and set the tone by creating branded materials and providing oversight and counsel to the organization and its agencies.

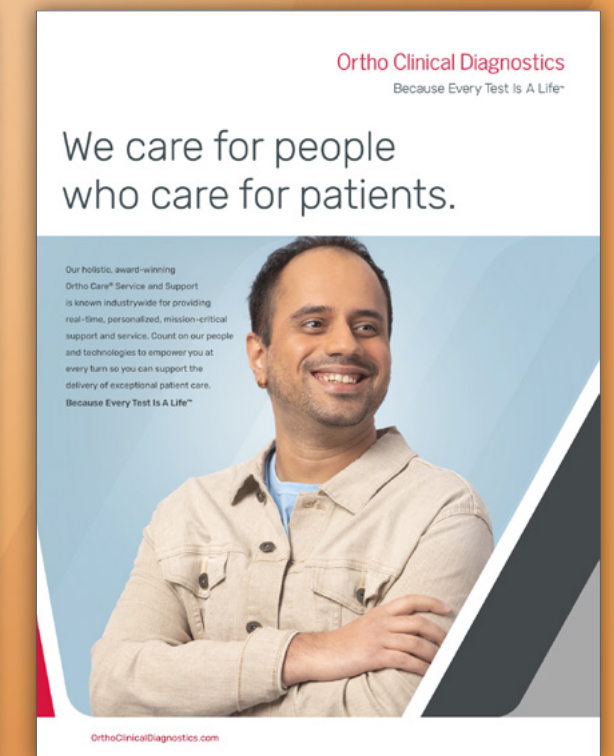
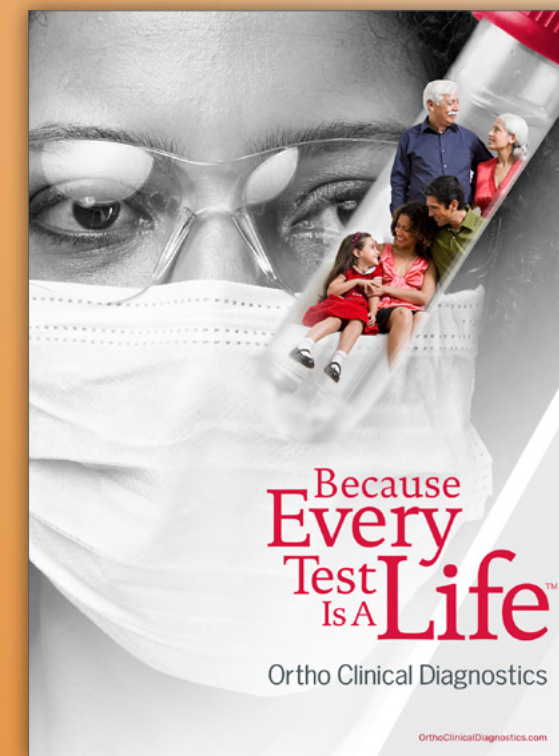
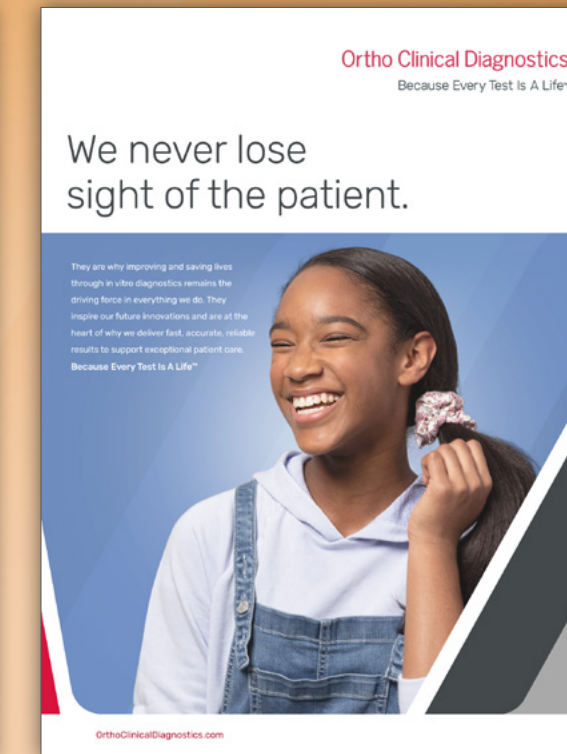
Brand Experiences: Evaluate and improve customer touch points with the Ortho brand in all facets of the customer journey, from communications through operations.

Brand Tools & Assets: Develop and socialize brand tools and assets to enable employees and agencies to communicate the Ortho brand effectively.

Brand Essence: "Peace of Mind"

Results:

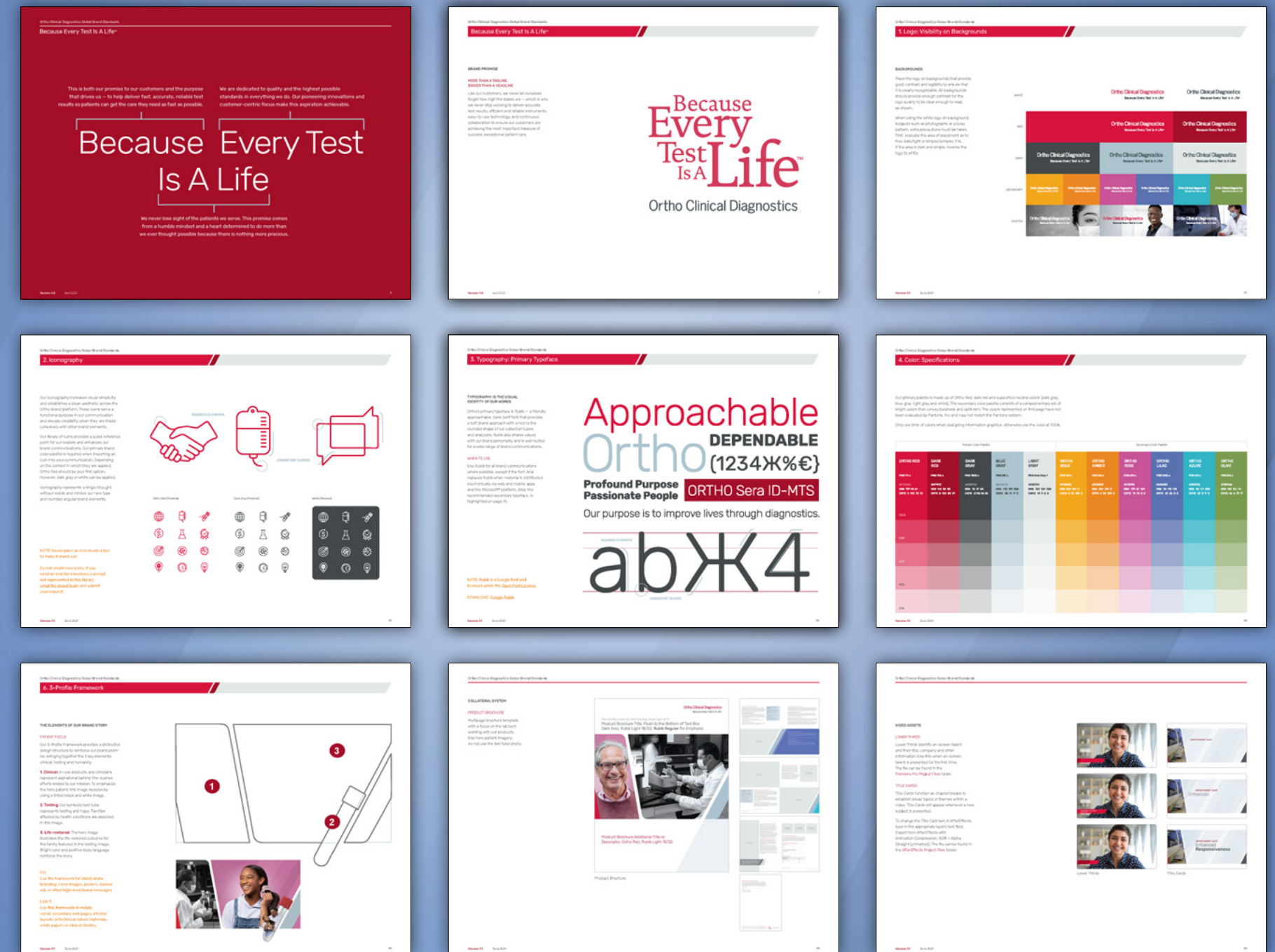
Ortho is now an in vitro diagnostics leader and is thriving as a global brand. Ortho steadily increased its NPS value, garnered an International Stevie Award for brand renovation, won an IABC Gold Quill Award for an internal brand ambassador campaign, and was voted one of the Economic Times Best Asian Healthcare Brands. They continued to deliver on their purpose to improve and save lives with diagnostics, throughout their journey to going IPO.



Corporate Posters and Ads



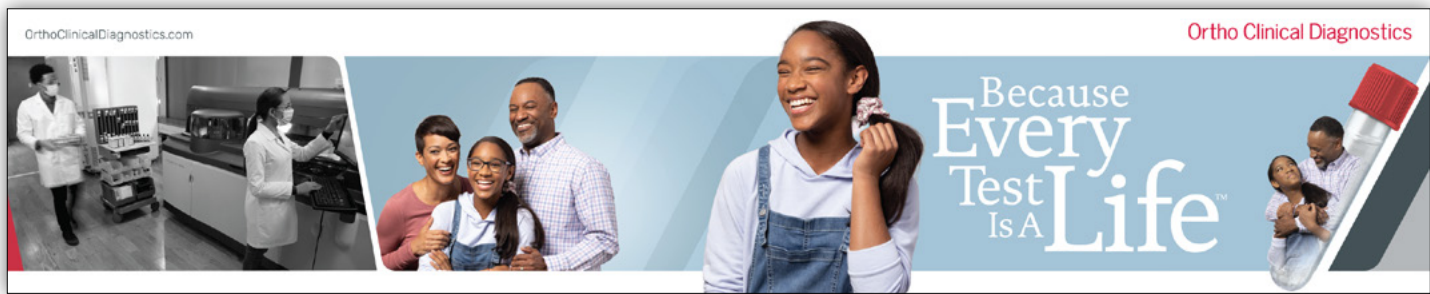
Ortho Global Brand Standards



Ortho Global Brand Standards



Hero Image Global Library



Trade Booth

Ortho Clinical Diagnostics URGENT FIELD SAFETY NOTICE
 enGen™ Laboratory Automation Systems Using All TCAutomation™ (TCA) Software Versions with the InOut communication interface

Date Issued: March 2017

Products Affected: enGen™ Laboratory Automation Systems (ENGEN) with: TCAutomation™ (TCA) Software with the InOut communication interface

IMPORTANT NOTIFICATION
 Updated Protocol for VITROS® Immunodiagnostic Products Anti-HbE Assay

Date: March 20, 2017

Topic: This notification provides information regarding an update to the VITROS® Immunodiagnostic Products Anti-HbE Assay. A protocol update will enable the assay to be run on additional VITROS Systems in the future.

Products	Product Codes	Lots with Updated Protocol
VITROS Immunodiagnostic Products Anti-HbE Reagent Pack	6801816	Lots 5890 and above
VITROS Immunodiagnostic Products	6801817	Lots 5890 and above

Ortho Clinical Diagnostics FURTHER CORRECTIVE ACTION TO URGENT FIELD SAFETY NOTICE
 Reformulated VITROS® Electrolyte Reference Fluid (ERF) to Restore Reagent Preparation Instructions for VITROS® Chemistry Products Na+ Slides

Date: April 10, 2017

Topic: This is a follow up to (3q) Urgent Field Safety Notices:

- In December 2016, Ortho Clinical Diagnostics (Ortho) issued a notification (Ref. CL2016-226) regarding the potential for biased results to be generated over the 10 day on-analyzer limit using VITROS Na+ Slide cartridges warmed between 1 to 8 hours. Ortho informed you that we were working to restore the minimum cartridge warm up protocol to previously specified limits through improvement projects underway.
- In October 2017, Ortho issued a notification (Ref. CL17-299) regarding positively biased serum or plasma sample results using specific generations (GENs) of VITROS Na+ Slides. The amount of bias was dependent upon multiple sources of variability that included slide GEN, Calibrator Kit lot, ERF lot, calibration event and VITROS System.
- In December 2016, to minimize biased VITROS Na+ results, Ortho advised that unopened cartridges must be stored at room temperature, 18–28 °C (64–82 °F) for a minimum of 8 hours regardless of whether cartridges are stored frozen or refrigerated, then loaded on the VITROS System within 24 hours after they are removed from the refrigerator or freezer.
- In 2017, Ortho discontinued the use of specific lots of VITROS Calibrator Kit 2 and GENs of VITROS Na+ Slides that did not meet acceptable criteria (i.e., successful calibration, acceptable Quality Control results and normal distribution of results within your established reference interval).

Resolution
 Ortho is introducing VITROS Electrolyte Reference Fluid (ERF) 300 and VITROS Electrolyte Reference Fluid (ERF) 800 with a revised formulation that:

- Restores the Na+ cartridge warm up protocol to 90 minutes when taken from the refrigerator (120 minutes from the freezer) as defined in the VITROS Na+ Slides Instructions for Use.
- Reformulated ERF helps to reduce sources of variability (e.g., calibration variability) observed when using VITROS Na+ Slides.

IMPORTANT REMINDER: Unless using VITROS Electrolyte Reference Fluids 300 and 800, unopened cartridges of VITROS Na+ Slides must be warmed at room temperature for a minimum of 8 hours regardless of whether cartridges are stored frozen or refrigerated.

Impact to Results
 When crossing over to either of the reformulated ERF products, there is a potential for an average shift in results of 0.5 mmol/L (positive or negative) depending on the specific GEN of VITROS Na+ Slides, lot of Calibrator Kit and type of ERF currently in use. The shift in results observed is within our release specifications and overall process capability. For VITROS i® Slides or VITROS CL Slides, there is no shift in results expected using VITROS ERF 300 and VITROS ERF 800.

Ref. CL2017-051, EU Page 1 of 2

IMPORTANT Ortho Clinical Diagnostics

Month DD, YYYY

URGENT Ortho Clinical Diagnostics

Month DD, YYYY

URGENT PRODUCT CORRECTION NOTIFICATION

Month DD, YYYY

FOLLOW UP Ortho Clinical Diagnostics

Month DD, YYYY

ADDITIONAL INFORMATION REGARDING PREVIOUS URGENT PRODUCT CORRECTION NOTIFICATION

Month XX, 2021

RESOLUTION Ortho Clinical Diagnostics

TITLE OF THE LETTER

Dear Valued Customer,

Using CK IFU Update as an example... This is a follow up to a previous notification (Ref. CL2019-090) issued in April 2019 regarding the potential for negative drift in results when using VITROS Chemistry Products CK Slides on VITROS 250/350 Systems. The issue is related to the humidity control of Slide Supply 2 on the VITROS 250/350 Systems, affecting the on-analyzer stability (OAS) of VITROS CK Slides (all lots).

Other VITROS Systems and VITROS Chemistry Products are NOT affected by this issue.

Resolution

Product Name	Product Code	Configuration
VITROS® Chemistry Products CK Slides	8479366	60 Slides/Cartridge
	8478034	18 Slides/Cartridge
VITROS® Chemistry Products CK Slides (Japan)	6802012	60 Slides/Cartridge
	6802011	18 Slides/Cartridge

VITROS CK Slides quantitatively measure creatine kinase (CK) activity in serum and plasma using VITROS 250/350/51, FS4600XT 3400 Chemistry Systems and the VITROS 5600XT 7600 Integrated Systems.

The on-analyzer stability for VITROS CK Slides has been revised to ± 2 days when used on VITROS 250/350 Chemistry Systems only. The OAS for VITROS CK Slides for use on all other VITROS Systems remains ± 7 days.

Revised Instructions For Use
 The VITROS Chemistry Products CK Slides Instructions for Use (IFU) has been revised with this information.

Revised IFUs are located on our website: <https://www.orthoclinicaldiagnostics.com>. Our website is the official source of information for all VITROS Products.

Refer to the Revision History section included at the end of each IFU for a comprehensive list of changes. Technical changes in each IFU are marked by a change bar (|) to the left of the edited text.

Contact Information
 We apologize for the inconvenience this has caused your laboratory. If you have further questions, please contact our Ortho Care™ Technical Solutions Center at tscenter@orthoclinicaldiagnostics.com.

Insert signature if appropriate in your region

Ref. CL2021-xxx Page 1 of 1

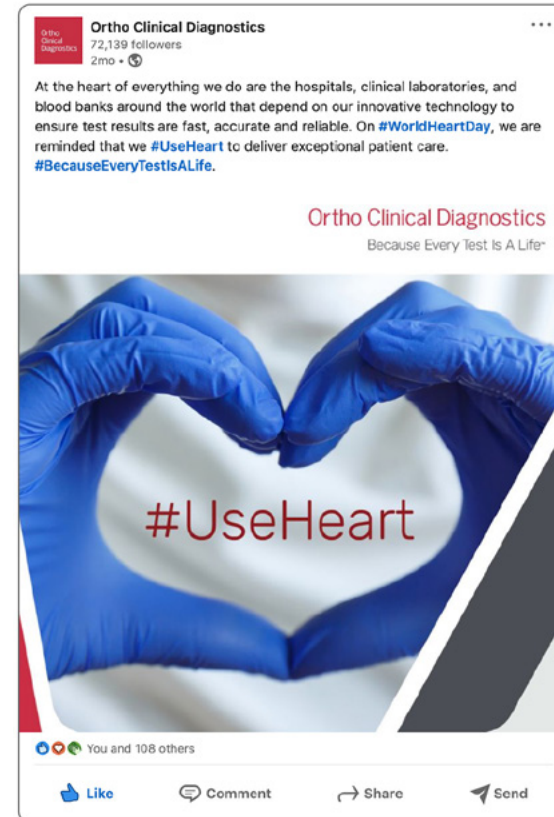
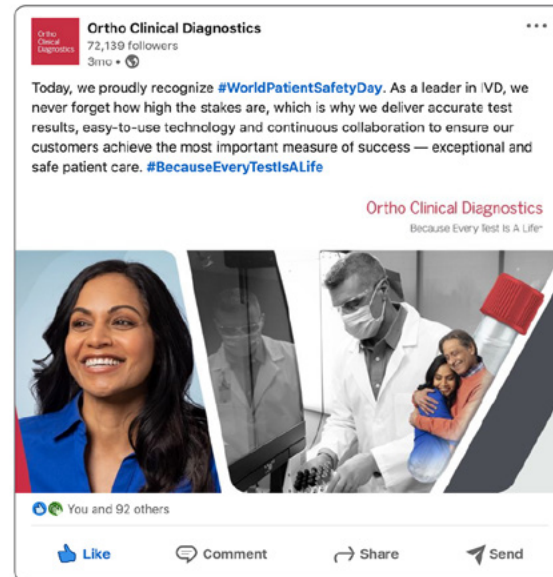
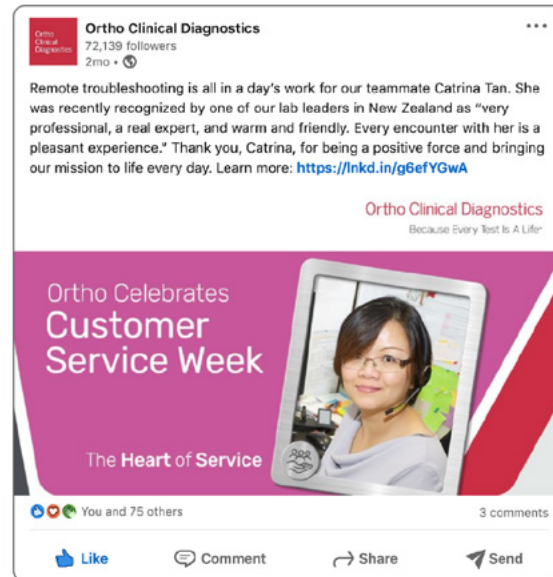
Customer Issues Letter System: Before and After

Previous Letters:

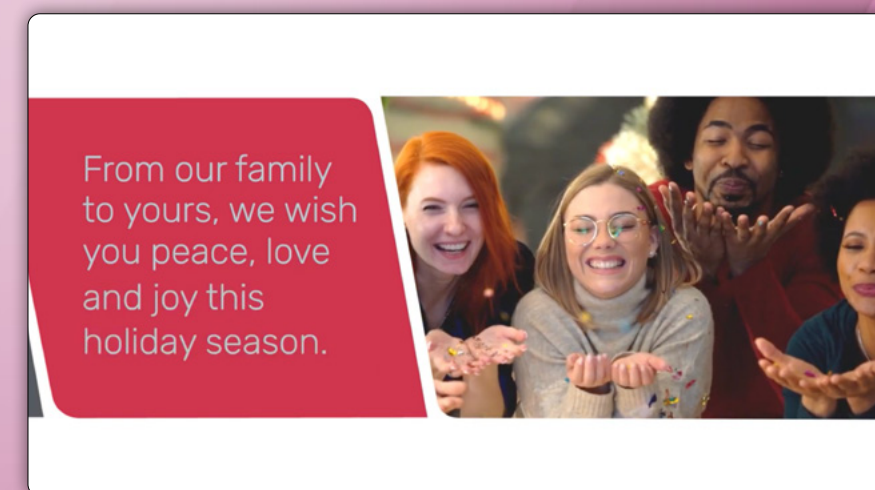
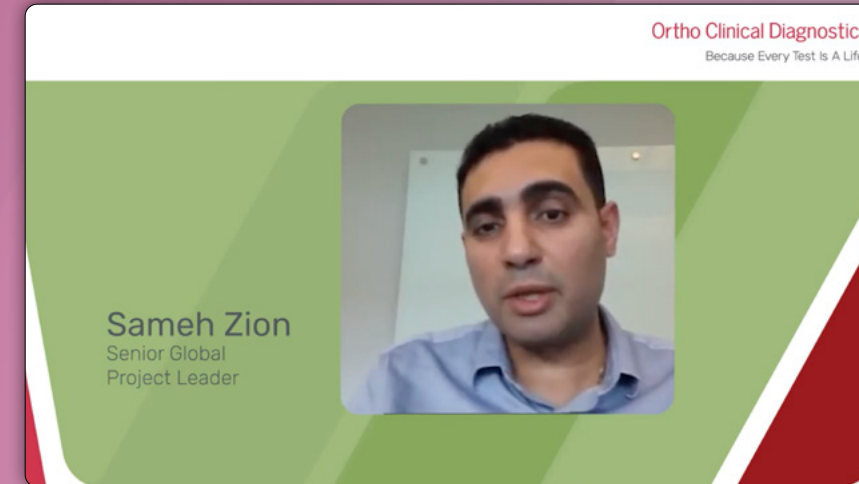
- Impersonal tone
- Non-branded visually
- Confusing, unclear in purpose

Newly Designed System:

- Customer-friendly tone
- Brand colors, motifs, and icons
- New “Resolution” letter closes the loop on issues
- At-a-glance headers define purpose



Organic Social Media



Ortho Videos (Click Each to View)

Driving a Global Brand, Locally

Brand Essence: "Luxury"

Leveraged the strength of the global Mercedes-Benz brand in promoting Sovereign Motor Cars Ltd., a Mercedes-Benz dealership in Brooklyn, NY. Created highly targeted materials for the Staten Island audience to visit their friends at nearby Sovereign.

Materials Produced

Logo | Ads | Out-of-Home

The best way off the Island is in a Benz.

Mercedes-Benz

www.BenzNow.com

Geo-Targeted Out-of-Home Near the Verrazano-Narrows Bridge

DIRECTORY

YOU ARE SOOOOOOO CLOSE TO HERE.

www.BenzNow.com

Mercedes-Benz

Sovereign Motor Cars Ltd.
718-258-5100

Geo-Targeted Signage at Mall Entrance

German engineering... with an Italian accent.

At Sovereign Mercedes-Benz, we like to think of ourselves as a little bit of Italy, right here in Brooklyn. A place where our customers are our *famiglia*, our selection of precision automobiles is *stupendo* and our service is *eccellente*. All presented by a multi-lingual staff who puts the *accento* on pleasing you. So come in today, or visit us on the web at www.benznow.com.

Winner of the Mercedes-Benz "Best of the Best" dealer award 3 years in a row.

Sovereign Motor Cars Ltd.
A Brooklyn Landmark Since 1974

www.benznow.com
1-718-258-5100
1800 Shore Parkway • Brooklyn, NY 11214

Mercedes-Benz

Geo-Targeted Ad in an Italian-American Newspaper

Putting My Skills to the Test

Vision for Success When Joining Educational Testing Service (ETS):

Creative Services: Evolve the department through professional development and staffing moves to produce agency-quality work in support of the marketing effort.

ETS Brand: Establish ETS as a human brand built on the emotional connection that comes with the confidence of proving ability. Own "trust" as a brand pillar by leveraging the unparalleled educational research behind the ETS portfolio of products and services. Transform the brand architecture from a house of brands to a branded house.

Assuring quality teachers are in our schools. Making sound hiring or admissions decisions based on the highest quality data. Having the competitive advantage of proving your ability backed by results from the most trusted experts in assessment. These are the universal emotional touch points to build a relevant relationship of the ETS brand with varied audiences.

Brand Essence: "Confidence"

Challenges:

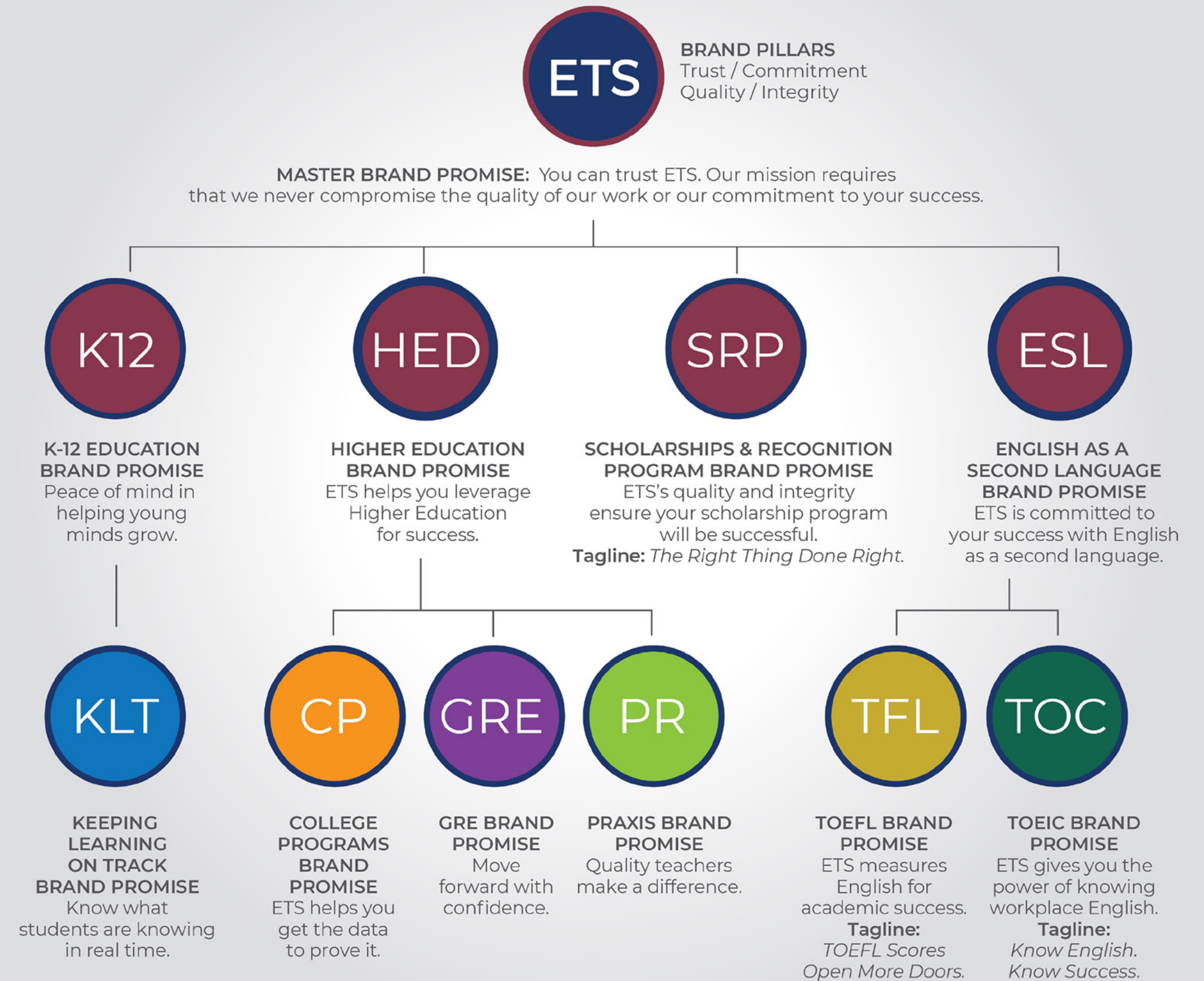
Creative Services: As a not-for-profit, maximize limited resources, build the corporate brand while marketing products, and consistently prove value to the organization.

ETS Brand: Navigate the conflicting interests of individual marketers to build a cohesive brand architecture and meaningful brand experiences across all businesses as they track back to the core ETS brand. Overcome the stigma of being a stodgy, irrelevant monolith that makes people arbitrarily take tests without a clear benefit to the test taker.

Results:

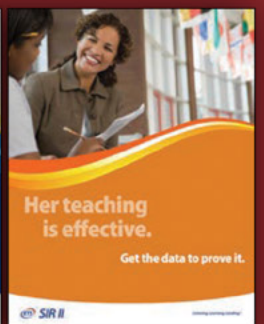
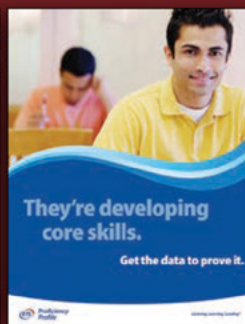
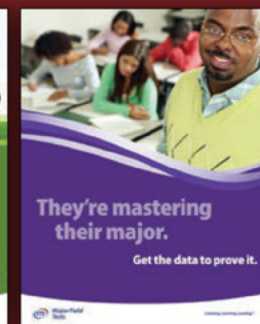
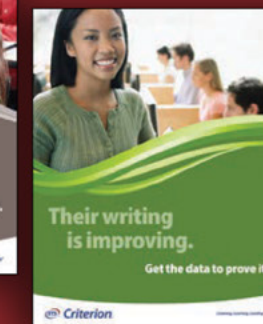
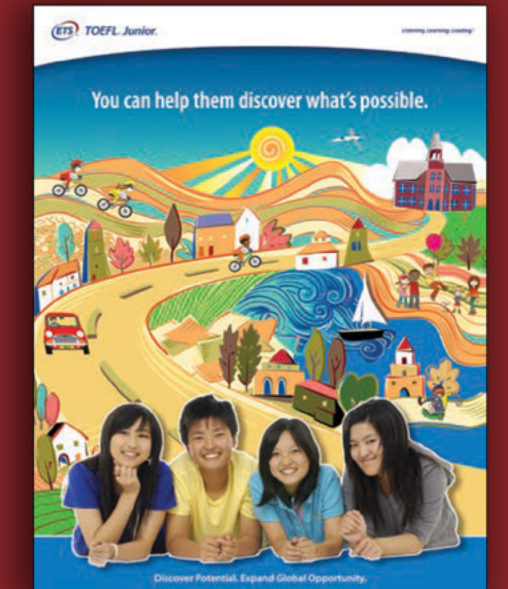
ETS established greater association between the non-profit research organization and its products, increasing brand value and recognition. Ultimately, both GRE and TOEFL took market share from their competitors. My team successfully launched a cohesive, modern ETS brand look-and-feel to reflect consistency across the organization and its products. Plus, almost every team member won multiple creative awards, netting scores of awards over my tenure.

ETS Brand Architecture





ETS Brand Guidance



ETS Website and Collateral

Knowing Your Local Market

Brand Essence: "Value"

Positioned Norkus Foodtown as the long-standing hometown grocer. Used data to customize offerings and a shopping experience relevant to various markets throughout their footprint. Built brand affinity with the general consumer, as well as niche markets including health-conscious organic, Kosher, and LatinX customers. Promoted several exclusive Norkus Foodtown themes across all markets.

- a) Norkus Fresh
- b) Boar's Head deli products
- c) S&H Greenpoints

Materials Produced

Logos | Truck Wraps | Ads | Out-of-Home | Direct Marketing | Email Marketing | Event Support | Signage



Out-of-Home Featuring Unique Foodtown Brand Differentiators

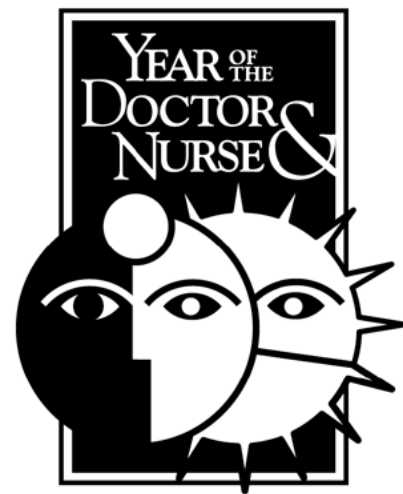
Elevation Through Celebration

Brand Essence: "Celebratory"

Built the Bronx Lebanon Hospital Center brand through their annual fundraising event, which honored members of the medical community with the theme, "Year of the Doctor & Nurse."

Materials Produced

Logo | Invitation | Corporate Annual | Gift Bags | Website | PowerPoint Presentation



Bronx Lebanon Hospital Center Event Materials

Sharp Thinking

Brand Essence: "Results"

Positioned my agency Splinter Group, LLC as a full-service strategic and creative source for

- a) small to midsize companies in need of an agency of record
- b) large companies needing results-driven initiatives beyond the capability of their agency of record
- c) other marketing-related businesses needing strong execution for their clients

Tagline

Sharp Creative. Sharper Results.

Website

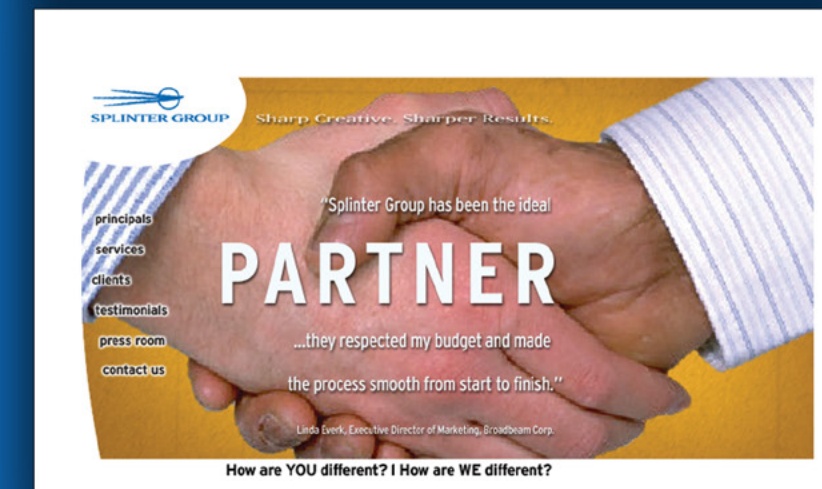
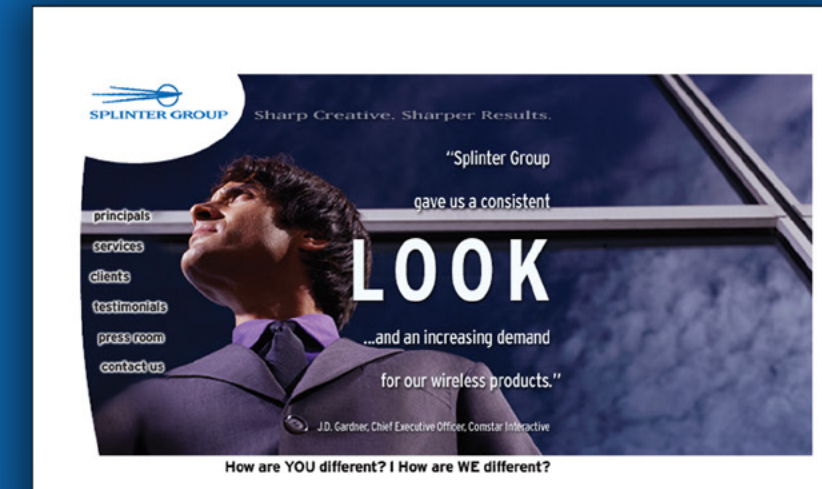
Use of random client quotes on home page to connect target audience with the positive results experienced by their peers

Materials Produced

Identity System | Website | Collateral | Direct Marketing

Awards and Recognition

Won creative awards every year, in multiple categories, for almost every client.



Splinter Group Website

Logo Refresh Before/After



Original Logo Designs



You won't meet many people like Rob in this business. He offers clarity in the midst of confusion, and a high-level perspective that draws a perfect path to the right conclusions. He's a true mentor, who's always urging you forward, even when you don't realize it. Especially when you don't realize it. And his informed, well-placed sense of humor makes him a joy to work with.

— **Rebecca Gardner** | writer, editor, creative director (direct report)

