

DAN CHICHESTER

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Profile

Accomplished writer, creative director and integrated storyteller with exceptional record developing and presenting digital foresight and major brand initiatives to execs & stakeholders. Adept at inspiring cross functional teams, with demonstrated on-time, on-budget, award-winning execution. Progressive thinker and influencer with proven ability to deliver a distinct combo of creative leadership and marketing strategy.

Experience

Chief Experience Officer, Ogilvy Health 2019-2020

- Boosted competitive differentiation for leading brands via strategies, workshops and prototypes that integrated digital disciplines across dev, engagement, UX, EHR and ABM.
- Promoted dynamic new client initiatives in custom video generation and AI.
- Co-led creation of Zoetis trade show exhibit, Exhibitor magazine 2020 Sizzle award winner.

Chief Digital Officer, TBWA\WorldHealth 2016-2018

- Directed methodologies around culture-fueled, integrated strategy sessions, to identify/activate opportunities in new business and organic growth for healthcare clients.
- Refocused agency teams on “digital first” knowledge sharing and training; and revitalized digital processes to elevate and ensure executional excellence across brands.
- Mobilized “DLive in the Hive”, a high-impact ecosystem connecting global healthcare innovators at TEDMED via live interviews and rapid content creation — winner of Med Ad News Vision Award.

Chief Creative Officer, LLNS 2014-2016 (merger into TBWA\WorldHealth, above in 2016)

- Formulated strong cross-discipline partnerships to reintroduce strategic function as an agency core competency.
- Energized capabilities and standards of creative group.
- Strengthened lung cancer treatment franchise at Novartis.
- Launched Merck’s global biosimilars business.
- Built cross-agency coalitions to restructure team through successful merger into TBWA\WorldHealth.

Chief Digital Officer, Ogilvy Healthworld/Ogilvy CommonHealth Worldwide 2009-2014

- Spearheaded Bristol-Myer Squibbs’ melanomaexposed.com with brand strategies that harnessed gaming + social, leading to a 30% increase in awareness, 2,000 cancers screened and 200 cancers identified.
- Orchestrated cross-channel reimagining of CONCERTA online, increasing HCP registration 50%; consumer site visits 61%; adding 100K+ new tool uses; capturing RX Show, DTC National and L2 IQ Index “Genius Rating” awards.
- Trailblazed emerging trends in influencer networks, chatbots, transmedia, 3D puppetry, augmented reality and innovative strategic partnerships to advance agency capabilities, and promote business growth connect customers and brand experience.
- Quarterbacked thought leadership presentations for SXSW; moderated panels at NY Social Media Week; and developed/hosted multi-channel marketing seminars for clients.

Creative Director, Ogilvy Interactive 1999-2008

- Shepherded evolution of trendsetting knowmenopause.com, at its peak attracting 80K visits/week, 8 minutes/visit, netting gold MM&M, gold MMA, PhAME, Webby and more.
- Championed relaunch of Time Warner Cable’s corporate web presence, winning consensus from regional constituencies across the U.S.
- Architected interactive identity for IBM’s eServer brand, including sites, banners, games, viral videos and groundbreaking 3D worlds, netting Gold Addy and John C. Caples awards.

Writer/Editor, Marvel Comics & Freelance 1986-1998

- Authored hundreds of print and digital stories leveraging brand-name properties including Daredevil, Captain America, Batman, Nick Fury, Iron Man, Spider-Man and X-Men.

Education

BFA, Film & Television — New York University