

HENRY GOMEZ

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Award-winning brand man, strategist and agency leader who has been using storytelling in advertising since before storytelling was an advertising buzzword.

EXPERIENCE

APRIL 2018 – PRESENT

DIRECTOR OF STRATEGIC PLANNING & RESEARCH, ZUBI – CORAL GABLES, FL

I'm proud to lead the agency's research, strategy, analytics and experiential marketing functions for all of our clients, including the Ford Motor Company, J.P. Morgan Chase and Grupo Rodilla, for which I wrote the account-winning strategy. I also put together the agency's new brand repositioning plan and sold it through to the highest levels at WPP.

APRIL 2014 – MARCH 2018

DIRECTOR OF STRATEGIC PLANNING, MARCA – MIAMI, FL

I oversaw all strategy for the agency's clients, including Subway, Dish LATINO, Payless, Sobieski Vodka, NASCAR, Lyft and Chokis/Toddy (Pepsico).

NOVEMBER 2008 – MARCH 2014

DIRECTOR OF STRATEGIC PLANNING, ALMA – MIAMI, FL

I led strategy on McDonald's for five great years, getting the agency's creative work back on track strategically to better deliver on insights and improve a client relationship that wasn't in good shape when I got there. Named specifically in McDonald's agency report cards as a reason for overall improvement in the creative batting average and the relationship, I developed rapport with client marketing leads, research leads, and owner/operators while winning several awards, yippee! I also wrote and presented strategies that won two Diageo whisky accounts: Johnnie Walker and Buchanan's. Glug-glug.

APRIL 2007 – OCTOBER 2008

ACCOUNT PLANNING SUPERVISOR, BROMLEY COMMUNICATIONS – MIAMI, FL

Bromley was the largest Hispanic agency in the country during my time there. I led the strategy at Bromley's Miami office and our clients included Burger King and Babies 'R' Us, for which I wrote and presented the account-winning strategy. A short but fun stint.

MARCH 2003 – APRIL 2007

ACCOUNT PLANNER, HILL HOLLIDAY – MIAMI BEACH, FL

I helped establish abecé, the Hispanic market practice for this Boston-based general market agency. Clients included Dunkin' Donuts, Cleveland Clinic Florida and CVS/pharmacy, for which I wrote and presented the account-winning proposal. I led the CVS strategy for two major acquisitions that brought six major Hispanic markets into their footprint, growing the account from \$0 to more than \$5 million in the first four years. That's kind of a big deal.

FEBRUARY 1996 – JANUARY 2003

ACCOUNT PLANNER, CREATABILITY. – CORAL GABLES, FL

I started my career in advertising, literally on the bottom rung of the company ladder, at this independent creative boutique. Running errands and making copies quickly gave way to filling in whenever there was a vacancy: account service, traffic/production, you name it. Eventually I established account planning at the agency and wrote the account-winning strategy for the Royal Caribbean cruise brand.

EDUCATION

DECEMBER 2016

MINI MBA IN MARKETING, MARKETING WEEK – LONDON, ENGLAND

I was a graduate of Marketing Week’s first-ever Mini MBA in Marketing with renowned marketing professor, Mark Ritson. This is a certificate course that counts for continuing education credits in the UK, where they take advertising very seriously. Oh, and I got an A.

DECEMBER 1991

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION, UNIVERSITY OF FLORIDA

Major: Economics (you probably never knew what an economics degree was good for; neither did I, at the time).

SKILLS

- I understand the agency business, soup to nuts
- I write kind briefs that creatives want to receive
- I’m a confident presenter that enjoys selling ideas
- I prioritize a deep understanding of client business, so clients like me
- I’m the new biz guy’s best friend because I love to pitch

ACTIVITIES

When I’m not sailing Biscayne Bay with my wife and 12-year-old twins, I enjoy teaching. I’m currently teaching an undergraduate Advertising Strategy Development course to communications students at the University of Miami. In the past I have taught *Thinking Strategically* to creative students at the Miami Ad School and Sports Marketing at Florida International University. I’m also my agency’s representative to the Greater Miami Advertising Federation, for whom I recently led a brief-writing seminar.