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PROFILE

Award-winning marketing executive with an unparalleled combination of strategic thinking, creative ideation and leadership skills.

Has grown business at three global advertising agencies, as well as been a client-side, marketing executive. Depth of experience in industries: from fast food to financial services, retail to wine and spirits, soft drinks to sporting goods and CPG to travel & leisure and fundraising.

Skilled at setting focused objectives then applying an insightful understanding of consumer behavior to create breakthrough, integrated communications with transformational business results.

WHAT CLIENTS SAY:

"I had the distinct pleasure of working with Harvey during the award winning Great Western Bank, "Hey, It's Your Money" campaign. Harvey was instrumental in helping to identify the underlying strategy for connecting with the younger financial services demographic. Harvey has a sharp eye and keen ear for taking marketing from good to great."

Dennis A. Shirley
FMR SVP, Chief Marketing Officer, Great Western Bank President
Organic Marketing Solutions

"Harvey did in 3 days what my agency couldn't do in 9 months."

Jim Berrien
FMR Group President, Forbes Magazine Group

"Harvey's extensive experience with major consumer brands was a catalyst in helping drive a new strategy and improved advertising for Taco Bell. Harvey's hallmarks are bold thinking and quality execution. He creates and produces work that makes one proud of the brand and the product that resonates with the customer."

Peter Waller
President Taco Bell 1996-2002
President and COO Corinthian
Colleges Inc.

"Working with Harvey is like hiring a personal trainer, except instead of a training coach you get a brand coach. Harvey has helped us focus and refine our image."

Stew Leonard, Jr.
CEO, Stew Leonard's Foods, Norwalk, CT

PROFESSIONAL EXPERIENCE

- Propulsion, LLC-- Brand Consultancy -Insights, ideation and implementation.

Harvey just finished a positioning project for Cooper Investors of Melbourne, Australia.

Previous to that, he wrote and developed an introductory video for Vitup International Hospital, Dalian, China.

Harvey wrote and produced a video for the Hospital for Special Surgery - and their commitment to the NYC community when they transformed - in just 1 week - from the #1 Orthopedic hospital in the country into a medical center to help COVID -19 patients. The heroic effort from everyone was simply awe-inspiring.

Repositioned Stamford Health, an independent health system and Hospital in Stamford, CT. To increase visitation in a competitive region, trend data, over 100 internal interviews, qualitative and quantitative research and many other tools were used to fashion a position of a complete “continuum of care” and expressed in the theme: "Healing. Reimagined."

In a parallel effort, The Hospital Foundation engaged me to help raise funds for a new Stamford Hospital. I navigated consensus among two Boards and Executive committee members who adopted the recommended position and theme, “Healing. Reimagined.” My argument to use the same theme for both fund raising and the Hospital positioning won out. Harvey also wrote, designed and did the navigation and UX for a History Kiosk to be placed in the atrium of the new Hospital, showing how Stamford Hospital began and continues to grow.

- **Bozell Worldwide—NY/CA--**Managing Partner/ Chief Creative Officer

Oversaw all accounts in the office, most notably: E&J Gallo, Taco Bell, Kawasaki, Air-touch Cellular, IHOP, Great Western Bank and Taylor Made Golf.

- **PepsiCo / Taco Bell –Somers, NY--**Creative Services / Creative Director

Was the strategic and creative director /consultant on Taco Bell reporting to then CEO, Roger Enrico. Work done with two agencies helped turn the business around.

- **Saatchi & Saatchi-NY--**Vice Chairman/Chief Creative Officer

Managed over 1200 professionals, increased billings over \$1Billion, responsible for raising the bar throughout all agency departments, established the Department of Strategic Planning.

Was chief steward on dozens of blue-chip clients including: Champion Athleticwear, Paddington Spirits (J&B, Amaretto, Goldschlager) E&J Gallo, P&G (Ivory, Tide etc.), J&J, General Mills, PaineWebber, British Airways, Sara Lee’s Hanes, BK, Helene Curtis, Playtex.

- **BBDO Worldwide—NY--** Senior Creative Director

Started as an Assistant Art Director and rose to Senior Creative Director while working on Pepsi, Diet Pepsi, GE, Pizza Hut, Gillette, Wrigley’s, US Navy, National Distillers and many other accounts.

SELECTED ACCOMPLISHMENTS

- Repositioned Stamford Health and with the help of the campaign theme “Healing. Reimagined.”, raised over \$150 million dollars to build the new hospital which will opened in September 2016.
- Headed the team that created and produced the “Points of Light” Foundation marketing campaign for the White House. This was done Pro Bono while I was CCO at Saatchi & Saatchi and through the Ad Council. Michael Eisner (Disney), Bob Wright (NBC/Universal) Monk Malloy (Notre Dame) were some of the Board and Committee members.
- The POL Foundation helped promote Volunteerism in America. Harvey subsequently, received the “Silver Bell” for his team's efforts from the Advertising Council.
- Businesses won while leading teams at agencies: Pizza Hut, Wrigley's, US Navy, Burger King, Champion Athletic Wear, J&B Scotch, Mexico Tourism, British Airways, Toshiba, Samsung, Great Western Bank, Edwin Jeans – amounting to over \$1Billion in billings.
- Named, marketed and launched “Naked Chicken”, a private label for Stew Leonard's grocery chain---sales increase of 400% in the first year vs. the established brand it replaced. According to Stew Leonard, “Working with Harvey is like hiring a personal trainer, except instead of a training coach you get a brand coach. Harvey has helped us focus and refine our image.” Today, line extensions include: Naked Beef, Naked Pork, Naked Salmon, Naked Eggs and more.
- Created a B2B campaign for Forbes Magazine about which Forbes Group President Jim Berrien commented, “You did in 3 days what our agency couldn't do in 9 months.”
- Led the Great Western Bank agency team with an integrated marketing campaign, “Hey, it's your money.” The campaign helped generate over \$1 Billion in just 14 weeks -- exceeding all goals and increasing GW shareholder value - which enabled a sale to WAMU.
- Worked with George Lucas' team, and led the development of the Star Wars / Taco Bell promotion which became the most successful promotion in fast food history.
- Conceived and wrote the PR campaigns: “Taco Bell Buys the Liberty Bell” which the White House reacted to after being flooded with calls.
- Headed teams on P&G, J&J, General Mills, Sara Lee and other CPG accounts at Saatchi
- Created campaigns for Pepsi-Cola for more than 12 years that helped raise brand Pepsi to its highest share levels and helped it become the number 1 soft drink brand at the time
- Created the Diet Pepsi campaign, “Now you see it, now you don't.” that according to then CEO John Scully, “saved the brand from extinction.”

AREAS OF EXPERTISE

- Healthcare and Pharma: OTC (various brands for J&J - most notably Tylenol) Palomar Pomerado Health Foundation (CA), Stamford Health and Hospital, Stamford, CT, Hospital for Special Surgery, Novartis,
- Food : Fast, Slow, Casual: Pizza Hut, IHOP, Taco Bell, BK
- Sporting Goods / Sports Marketing / Entertainment: Created and produced work for high maintenance, demanding personalities including: Professional Athletes -- Shaquille O’Neal, Lawrence Taylor, Howie Long, Phil Simms, Jim Kelley, etc., Rock Stars – Michael Jackson, David Bowie, Lionel Ritchie, Tina Turner, Linda Ronstadt etc., Movie Stars -- Paul Newman, Shirley Maclaine, Michael J. Fox, Corporate heavyweights Michael Eisner, Jack Welch, Donald Trump and many other athletes and personalities.
- Consumer Packaged Goods: Pepsi / Diet Pepsi – Domestic / International , General Mills (Cheerios + 24 other brands), P&G (20 Brands - Tide, Ivory), J&J, Kraft
- Financial Services: Dean Witter, Great Western Bank, PaineWebber, Wall Street Journal
- Hair/Beauty/Fashion: Helene Curtis, Sara Lee (Hanes, Playtex), Edwin Jeans, Champion Athleticwear
- Confections: Wrigley’s, General Mills - Breakfast snacks
- Retail: Stew Leonard’s – (all media, new products)
- Corporate: GE, Forbes, Samsung
- Wine and Spirits: J&B Scotch, J&B J.E.T., Tequila Sauza, Goldschlager, Amaretto Di Sarno E&J Gallo Winery.
- Travel / Tourism: Mexico Tourism, British Airways, Northwest Airlines
- Creative Development: — Creates business building and award-winning marketing campaigns
- Production and Implementation: — Directly involved in the production of thousands of TV and radio commercials, the development of dozens of websites, thousands of print ads and the creation, production and direction of web films.
- Holds his director’s card with the Director’s Guild of America
- Has directed commercials and videos for GE, Pepsi, Diet Pepsi, Gillette, Stew Leonard’s

PUBLICATIONS / ARTICLES

Profiled or quoted in: CT Business Magazine, Herald Tribune, Forbes.com, managesmarter.com, Worcester Telegraph, marketingcrossing.com, allbusiness.com, BrandWeek and appears on “That Marketing Show”, “The Michael Dresser Show”, WCBS News. Written articles for: AdWeek and advertisingcrossing.com

LECTURES / COURSES TAUGHT

- Guest lectured -- Fall 2010 at NYU - Stern School of Business.
- Taught course -- Fall Semester 2009 --College of Journalism and Communications at the U of FL, “Insights, Ideation and Implementation — The Who, What, How of developing the big idea.”
- The Miami Ad School – Various lectures, “Campaigns” class as a visiting professor

AWARDS AND DISTINCTIONS

- Cannes Grand Prix - for the Pepsi commercial, “Archaeology” which was subsequently voted by TV Guide as one of the “50 Greatest Commercials of all Time.”
- Clio’s, Gold Lions, One Shows, Effie’s, Andy’s and Art Director’s Club awards.
- Has various commercials in the Clio Hall of Fame.
- Awarded the “Silver Bell” – The Advertising Council’s highest award for Volunteerism

EDUCATION

University of Florida - Bachelor of Advertising and Design

BUSINESS ALTERING CAMPAIGNS

- PEPSI “The choice of a new generation.”
- US NAVY “You are tomorrow, you are the Navy.”
- CHEERIOS “The one and only.”
- PIZZA HUT “Makin’ it great.”
- PAINE WEBBER “We invest in relationships.”
- DIET PEPSI “Now you see it, now you don’t.”
- STEW LEONARD’S “Naked Chicken”
- GILLETTE “The essence of shaving.”
- POINTS OF LIGHT “Do something good, feel something real.”
- GE “We bring good things to life.”
- TAYLOR MADE GOLF “Find your game.”
- CHAMPION “It takes a little more to make a Champion.”
- STAMFORD HEALTH “Healing Reimagined.”
- PALOMAR / POMARADO MED CENTER “I Care. I Give. I’m a PPH Caregiver.”