



JUDD LABARTHE – Curriculum Vitae

PERSONAL INFORMATION

Name: Jules Judd Labarthe
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EDUCATION

1983 – 1987: Bachelor of Arts in English, Princeton University
Senior Thesis Topic: Semiotics in Detective Literature
1979 – 1983: The Kinkaid School, Houston, Texas
Graduated with High Honors; prizes in Chemistry, Physics, French

WORK HISTORY

G2 Germany

argonauten G2 Executive Planning Director (since 1.2008)
Member of Managing Board (since 1.2011)

Lead the planning effort behind interactive / digital / dialog marketing for more than 20 of Germany's most significant brands. Instrumental in optimizing agency's new-business approach; improved pitch conversion from ~20% to over 70%.

Major pitch wins include: **Volkswagen** (global web redesign, Tiguan relaunch), **Berliner Philharmoniker** (creation and launch of Digital Concert Hall), **La Prairie** (global web relaunch), **Juvena** (global brand relaunch), **Poggenpohl**, **Coke** World Cup 2010 (global digital lead), **Apollinaris** (web relaunch), **Vio** (web launch), **Ballantine's** (brand relaunch for Germany), **Leica** (global brand repositioning), **Rewe** (loyalty program launch), **Havana Club** (digital communications strategy), **Nestlé** (multibrand social-commerce platform) and **Deutsche Bahn** (BahnCard).

Additional brands: **SEAT**, **Otto Versand**, **ültje**, **Vattenfall**, **Grohe**, **Karstadt**.

Lead the argonauten / G2 Germany creative and effectiveness award program – in 2009 we scored more points than ever before, in 2010 we won awards in more competitions than ever before. (For 2011 results, ask me in November!)

Developed the agency's first viable brand consulting offer as well as its first overarching planning approach. Led the conception and implementation of the agency's first "institutional memory" tool, replacing a user-unfriendly archive with an intuitive, storytelling-based "YouTube for argonauten ideas." Remade the agency credential and wrote the English version of the argonauten website.

Ogilvy & Mather Group Asia-Pacific

BatesAsia / 141

Chief Strategy Officer (11.2006 – 12.2007)

Named agency's first officer-level planning leader following merger of David Communications (see below) with Bates / 141. Redefined the agency's product offer, culture, and mission. Scrapped an overly specialized planning tool in favor of a more comprehensive, more accessible questions-based approach that proved inspiring to 1500 staff across 21 offices in 14 countries. Clients included **Heineken, Visa, Nokia, Audi** – and dozens of local Asian brands, from beer to dairy to telecoms.

David Communications

Head of Planning / Regional Planning Director (10.2004 – 11.2006)

One of three founding members of O&M APAC's alternative Asian network. Developed the agency's brand and business: growth plans, philosophy, marketing materials, ways of working. Created and led a team of planners across David's nine offices in the region, with specific planning responsibility on these Singapore-led clients:

- **DBS Bank** – campaigns for business banking, “priority banking”, loans, credit cards (incl. Effie-winning Woman's Card and Everyday Card launches) in Hong Kong, Singapore, Indonesia, India and China; guiding DBS's relaunch as “the Asian banking specialist”
- **The Bike Boutique** – chief brand architect (developed brand's retail and community-outreach launch strategies) and client Board Director for brand development; turned a pro-bono effort into a paying client relationship and helped increase the company's share price tenfold
- **Ceria** – launched Indonesia's first-ever rural home phone service on the back of a brand-activation (rather than traditional advertising) campaign; won despite being the only non-Indonesian agency invited to pitch
- **Miele** – David's first and only global assignment, for launch of 2007 kitchen appliances range

Also worked on key O&M regional clients Castrol, Motorola and Hong Kong Disneyland.

O&M Taiwan

Planning Director (10.2003 – 9.2004)

- **Unilever (Dove)** – revitalized long-running brand advertising campaign; relaunched Shampoo and Shower Gel to maintain category leadership; launched Cleansing Mask
- **GSK (Panadol)** – launched Cold Extra sub-brand; ongoing stewardship of Pain Reliever and Cold/Flu sub-brands, each with multiple variants; planned future brand architecture (varianting and communication strategy) on local and regional level for Cold/Flu sub-brand
- **Prudential (Mutual Funds)** – developed brand definition/platform, planned Prudential's first brand campaign in Taiwan

Asatsu-DK

ADK Europe

Strategic Planning Director (9.2002 – 10.2003)

Recruited to help rebuild Amsterdam HQ's business following loss of largest account (Mitsubishi Motors Europe) and forge planning-based relationships with affiliated agencies in UK, France, Spain and Germany. Lead planner on pitches in apparel, tourism, gaming, digital photography, sports drink and enterprise software categories, resulting in 3 revenue-generating wins.

DDB Worldwide

DDB Amsterdam

Worldwide Planning Director, Royal Philips Electronics, (7.2001 – 7.2002)

Responsible for generating brand, consumer and communication insights and managing creative planning process for **Philips** (Consumer Electronics, Mobile Phones, Computer Peripherals divisions) across 63 DDB offices worldwide.

- Formed and led taskforce to develop and implement consistent global communications planning process on both agency and client side – lauded by colleagues and clients alike for overcoming client's lack of briefing culture/agency's lack of consistent global creative development practices
- Authored Philips Global Brand Platform and Consumer Electronics Brand Platform; led 14 client workshops around the world leading to buy-in; developed global deployment/implementation plan for CE division – first successful effort by Philips to define its sprawling brand, after two failures in the 1990s; cited by Philips CEO as DDB's most important contribution to Philips business
- Organized and led first global Creative Directors summit, authored first global creative development guidelines for joint client/agency use
- Authored over 40 pan-European and global creative briefs, including major through-the-line repositioning of Mobile Phones division, DVD Recorder, Home Theater and next-generation TVs, PC DVD Rewriter and Flat Panel monitors; supervised development of country-specific briefs in Europe, Asia-Pacific and South America

DDB Berlin

Planning Director, Germany (4.2000 – 6.2001)

Transferred by DDB from Chicago office as only non-German on four-man management team opening DDB office in Berlin. Primarily responsible for solidifying the planning offer on **Volkswagen**; also accountable for the planning product of DDB's other German agencies and affiliates. Worked in English and German, supervising/training junior and senior planners in Berlin and Düsseldorf offices.

- Served as strategic point/liaison between German client/agency and DDB's London-based global VW account hub
- Achieved goal of authoring two Volkswagen Effie winners – not bad for our first year in business
- Also led successful pitch for account of congrat.de (leading German online gift-registry and delivery service), positioning it as 'the surprise company'

DDB Chicago

Vice President, Group Strategic Planning Director (5.1996 – 3.2000)

Chief brand planner on **Budweiser/Bud Light beers; General Mills (Betty Crocker, Hamburger Helper, Bisquick cooking mixes, Yoplait yogurt); Westin Hotels & Resorts; Playtex (women's underwear); L'eggs pantyhose; Library of Congress** (pro bono).

Achievements included:

- Planner on successful Playtex pitch, repositioning it as the brand that knows 'what women want more than a pretty bra is a bra that makes them look pretty' – campaign resulted in brand-wide sales increases and was a multiple Effie winner
- Led Brand Foundations process for Budweiser and Bud Light; developed Brand Platform articulating the brand's 'beer for a new America' vision, setting the philosophical stage for the world-famous 'Whassup?' campaign
- Credited with the key insight that led to the successful re-pitch of McDonald's and was recognized with an Effie for helping increase US market share after a record period of declines
- As one of 2 main writers/editors, helped DDB Chicago win a record 35 Effies during this period, among them 25 entries I wrote or edited – including 4 for Bud/Bud Light (1 Gold, 3 Silver), 3 for General Mills, 2 for Playtex, 1 for Library of Congress
- Promoted to Group Director after 19 months – youngest Group Director in agency – and recognized with DDB 'Grand Slam' award for outstanding contributions to the agency

Campbell Mithun Esty

CME Chicago Associate Planning Director (8.1990 – 4.1996)

Started in account management, migrated to creative, eventually settled in planning.

- Played key role in successful 1992 re-pitch of Masonite account, including overseeing brand architecture/corporate identity overhaul
- Created trade-magazine recipe-request campaign for National Pork Producers Council – won national creative award and a Silver Effie
- Wrote, directed and produced 6 quarterly internal promotional videos for Kroger supermarket chain's SE US region – credited by regional marketing director with spurring 6 consecutive quarters of sales growth (also wrote numerous speeches for Kroger SE Marketing Director)

CME New York Account Executive (6.1988 – 7.1989)

Travelers Insurance and Fuddruckers (gourmet hamburger restaurants) accounts.

BBD0 Worldwide

BBD0 New York Account Executive (8.1989 – 7.1990)

Home Box Office account.

OTHER PROFESSIONAL ACTIVITIES

Awards

Creative award wins include: ADC Global, Cresta, ddp, Echo, Epica, European Design, FAB, iF Communication Design, Lead Award, London Int'l, Mobius, New York Festivals, OneShow, Ottocar, red dot

Have written, edited and otherwise contributed to nearly 50 Effie winners on 3 continents

Founding Chairman, Asia-Pacific Effies; Judge, 2007 and Moderator, 2009 Global Effies; Judge, 2009, 2010 and 2011 Euro Effies; Board Member and Chief Moderator, 2005 and 2006 Singapore Effies

Organizing Committee Member, The World Effie Festival – the world's leading celebration of creative effectiveness, launched in 2008

Writing

Contributing author, *Brand Planning: Starke Strategien für Marken und Kampagnen* (to be published November 2011 by Schäffer-Poeschel Verlag)

Speaking

Keynote Speaker at Malaysia Effie Boot Camp (5.2011), featured speaker at inaugural Croatia Effie Gala (10.2009). OFFF (Lisbon, 5.2009), China Effie Conference (8.2007), brandchannel.com's Marketing to Youth conference (8.2007) in Singapore, and Finland and Ukraine Effie Conferences (both 2006)

Guest Lecturer, "Introduction to Planning", Institut d'Administration des Entreprises (IAE), Université Toulouse 1 Capitole, Toulouse (1.2009)

Professional Development

O&M Group Senior Management Development Program (Columbia Consulting's Agency Simulation Course), Bangkok (5.2006)