

Guy A. Mastrion

Experience

Founder & Chief creative Officer, Brandforming April 2015 - Present, Saratoga Springs NY

A mutlidisciplinary creative organization dedicated to the creation and transformation of brands for a connected world. Clients include IEEE Monvieve, Masarati, AICM, Neuronetics, Caffè Lena, Spectrum Health Science

Co-Founder & Member of Watershed Bridges NJ

Global mico-network of aligned communications organizations, June 2015 - present

Chief Global Creative Officer & Co-Founder at Palio+Ignite 1999 - 2015

Built Palio from folding table to a global agency operation with annual billings of over \$30M recognized throughout the industry for our creativity and operational excellence. 3 offices across US with 200+employees. and a Global network developed through inVentiv Health.

Principle, board memeber, Global Creative Lead inVentiv Health 1999-2015

Group Creative Director at Lowe Worldwide NY 1997-1999

Lead the creation and growth of the consumer advertising group for Health & Wellness. Built group from \$1M annual revenue to over \$6M
Clients included Schering Plough, UpJohn, Roche

EVP Group Creative Director at Bates WorldWide NY 1994 - 1997

Clients: Caribbean Tourist Organization, T.Rowe Price Financial Services, GE Capital, B&W Lucky Strike, among others

EVP Group Creative Director at McCaffery McCall Partners NY 1992 - 1994

Clients: T. Rowe Price, B&W, CTO, GE, Falcon Jet

SVP Group Creative Director at Saatchi & Saatchi NY (acquired Dancer Fitzgerald and Sample) 1984 - 1992

Clients: AT&T, Con Edison, P&G, Toyota, Lexus, Molson, Nabisco, North West Airlines, USA Today, Catholic Charities, USGA

Art Director at McCann Erickson NY 1982 - 1983/4

Clients: American Express Gold Card, Platinum Card, History Book Club

Freelance, Studio Artist/Jr Art Director, Lieber Katz Partners NY 1981

Various responsibilities in the creation and preparation of art and design elements

Freelance, Props & Special Effects, Dale Malley & Assoc. NY and Mazin Wykoff NY 1981

Credits: The Flamingo Kid, A Mid Summer Nights Sex Comedy, Kennedy, Atari/Activision, Schefflin Importers industrial film, multiple TV commercials

Swim Instructor, Life Guard, Ball Field Attendant, Brookhaven National Labratory, Upton NY 1976-79

Parsons School of Design, BFA in Communications Design 1980-81

Suffolk Community College, Associates Degree in Liberal Arts 1979

Skill Set

Proven entrepreneur and creative thinker that takes energy from the unknown to create imaginative and innovative solutions.

Creative Director with significant global and national experience with a high degree of skill in leading diverse work groups across multinational locations.

Culturally sensitive and insight driven with strong listening and observational skills that result in the critical thinking needed to generate meaningful solutions.

Recognition

Award winning film maker receiving top honors at the G.I Film Festival in Washington D.C for my film Bicycle Lessons, creative director, art director, photographer and designer. Other recognition includes Clio, Cannes Lion, Graphis, NY Festivals, London International Awards, Stevie Award

Industry

Executive Jury member of the CLIO Awards and the Global Awards.

Charitable

Medical Missions For Children, Kilgali Medical Teaching Hospital, Rwanda, Saratoga ARC, Opera Saratoga, Caffè Lena

Guest Instructor

Skidmore College, School of Visual Arts, NY

Mentor

Saratoga High School program

Family

Husband Married 33 years, Father to 2 teenage daughters & Cooper the dog, the only other male in the house