

Barbara Ann Boyle

Experience

- California *2011 - now* Creative Consultant, Writer, Blogger, Teacher, Mentor
- New York *2006-2011* Executive Vice President, Global Creative Director at Lowe Worldwide on Johnson's Baby Products, Johnson's Body Care and Carefree Liners and Tampons
- New York
San Francisco
Frankfurt *1995 - 2006* Executive Vice President, Global Creative Director at Saatchi & Saatchi on Iams Pet Foods, Joffrey Ballet, Luvs Diapers, Old Spice Deodorant, Pampers Baby Care, Tide Laundry Detergent
- New York
Paris *1988 - 1995* Vice President, Creative Director at Grey on Blueberry Morning Cereal, Canon Cameras, Crisco Oil, Grape-nuts Cereal, Mars International, Red Lobster Restaurants, Stride Rite Shoes, Topps Baseball Cards
- New York *1984 - 1987* Senior Vice President, Creative Director at Backer Spielvogel Bates on Dole Foods, Dr. Scholl's Footcare, Hostess Snack Foods, Louis Rich Turkey Products, Maybelline Cosmetics, Michelob Beer, Old Spice Cologne, Snickers Bars, The Peace Corps, Uncle Ben's Rice
- San Francisco *1982 - 1984* Vice President, Associate Creative Director at Grey on Bank of America, Challenge Dairy Products, Kikkoman Soy Sauce, Westin Hotels
- 1980 - 1982* Senior Copywriter at Cunningham and Walsh on American Home Products, Basic American Foods, California Milk Advisory Board, Eastbay Today, Jojoba Farms Beauty Products, Royal Viking Lines
- 1977 - 1979* Copywriter at Hoefler Dieterich and Brown (now Chiat Day) on American Motors, California Brandy Board, Purex Drug and Grocery Products, Shasta Beverages, Straw Hat Pizza Restaurants
- Writer for the newspapers at Santa Clara University and Stanford University

Education

Santa Clara University and San Jose State University
Graduate Schools of English, Masters Programs

BA, Santa Clara University, Honors English

Peter Kump's New York Cooking School and Le Cordon Bleu, Paris

Awards

Cannes Silver Lion, Cannes Bronze Lions, Cannes Titanium Short List, ADDY Gold, Best in Show and Governor's Awards, Effie's Gold and Silver Awards, CLIO Finalist in Copywriting and Food Categories, Silver Andy, One Show Award, Johnson & Johnson James E. Burke Awards, Procter & Gamble Goldstein Award, CA Annual Award, AAF Best in the West Award, Retail Advertiser's Award, Grey President's Award, Procter & Gamble President's Award, Western Art Directors Club Award, San Francisco Cable Car Award

Personal

Founder, Ray of Light Foundation and the Harlem Art Project
Ambassador, Santa Clara University
Marketing Committee Member, Santa Clara University
Caterer pro bono, Princeton Child Development Institute

Languages

Conversational Italian, German, French

Contact

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Career Highlights

Global Creative Director on Johnson & Johnson's most iconic brand, Johnson's Baby.

Won several Johnson & Johnson Burke awards including the 2009 Global Best Idea Award for the "Thanks, Mom" Olympics Campaign, and a One Show Nomination and CA Annual Award for a print campaign on Carefree.

Global Creative Director on Pampers and Tide, Procter & Gamble's two largest brands. Managing creatives in global network, directing and collaborating with in-store, packaging, PR and DTC agencies to maintain creative vision for Pampers and Tide.

Led creative pitch to win Pampers globally in 2002. Collaborated with client/agency team to create equity and brand character for Pampers, helping it grow from \$3 billion to \$6.5 billion in four years.

At Cannes 2006, won Bronze Lions for Pampers TV, Tide Press and Outdoor. At Cannes 2005, won Silver Lion for Pampers TV, Bronze Lion for Joffrey Ballet Outdoor and Titanium Short List for Pampers.

Won Saatchi & Saatchi's Worldwide Print Ad of the Year for Pampers in 2004, the first such honor for a Procter & Gamble brand.

Created Luvs outdoor campaign that won ten Gold ADDY's, including Best In Show in 2005.

Selected to accept Procter & Gamble's Goldstein Award, their highest honor for brand building and advertising, in 2005.

While managing Pampers, created "Fabrics" campaign for Tide, as part of a team that turned around Procter & Gamble's iconic brand in 2006.