

***“Creating enduring brands that rise above the competition”***

*Award winning creative director and brand strategist with proven successes in all media. Consensus building team leader with creative vision and strong presentation skills. Delivers positive results by motivating and mentoring team members in a positive, professional work environment.*

**( idea•logy ) - Founder / Creative Director - present**

Idea generation, branding solutions & strategic creative services for all media. *website: www.terrybarich.com*

Clients: Aunt Jemima Pancakes, Log Cabin Syrup, Mrs. Paul's, DeKuyper, Dale's Chili, Grolsch Beer, Oscar Mayer

**CAHG/Corbett Healthcare - VP, Associate Creative Director, 2003 - 2011**

Produced print and television advertising, web banners, website design, tablet design, promotional and tactical materials for a diverse group of pharmaceutical clients and surgical devices

- Created the global brand character for the Bristol- Myers, Squibb/Otsuka blockbuster antipsychotic drug Abilify. Developed the creative strategy and the creative campaign for all Abilify markets worldwide
- Created the award winning “Pink Eraser” campaign for Vigamox, Alcon Labs conjunctivitis medication

Clients: AstraZeneca, Baxter, Bristols-Myers Squibb, Merck, Novartis, Pfizer, Sanofi-Aventis

**BarichWorks - Founder/Creative Director , 1993 - 2003**

Contracted for art direction services at Chicago ad agencies, DDB Chicago, DDB Los Angeles, FCB Chicago, BBDS, SRK, BBDO

- Developed the “All Natural ” brand strategy for Jones Dairy Farm Sausage
- Created a successful retention campaign for independent Celtic Insurance agents

Clients: McDonalds, Kraft, Mattel, Quaker Oats, Wrigley Gum, SC Johnson, Motorola, Blaupunkt Car Audio, Midwest Express Airlines, Ingersoll-Rand, Arthur Andersen The Principal Financial Group

**SRK - Associate Creative Director, 1998 - 2001**

Responsible for creating branding strategies, television, print, direct mail, web design and logo design for a variety of consumer healthcare companies

- For Silver Cross Hospital I created a campaign that brought Chicago's best to Joliet. Convenient high quality care becomes their unique competitive edge
- Positioned Health Alliance in Champaign as the winner of the most customer satisfaction awards

Clients: Rush Presbyterian St. Luke's Medical Center, Barnes-Jewish Hospital, American Society of Plastic Surgeons, Aurora Health Care, Roche, MyKidsDoctor.com, Skaggs Medical Center, Wellpartner Pharmacy

**Other notable achievements**

- Re-launched Charlie the Tuna for Starkist with a television and radio campaign
- Created the Corona Beer campaign that increased share and sales making it the #1 import beer in the U.S.
- Developed the “Heartland ” campaign for Bob Evans Restaurants and increased same store sales 13%
- Responsible for the “Life Goes On” campaign for the Secretary of State Illinois Organ Donor program

**Awards**

Rx Club, Doctors Choice, MM&M, ADDY, New York Film Festival, Mobius, Telly

**Education**

Purdue University, West Lafayette • BA Graphic Design, BA Printmaking