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To whom it may concern,

After 25+ years in marketing and advertising, working on both global and local accounts across almost every industry sector, I bring a unique set of skills to the table. As a Head of Strategy, GM and Managing Director agency side, I know how to deliver award winning work that build businesses. Launching a startup FMCG brand and gaining listing at Woolies and Costco, I know the hustle and drive it takes to succeed.

After recently selling my start up business, No Ugly wellness tonics and helping 72andSunny Sydney get to the next level with 7 of 9 new business wins and Campaign Brief 2022 Agency of the Year honours, I'm looking for my next home either client or agency side.

With a strong track record in strategy, insights, new business, relationship building and full P&L responsibilities, I've been able to work on some of the best brands on the planet and lead teams that have driven creative and business building success with experience across media planning, PR, BTL, ATL as well as the digital landscape including data, CX and personas to uncover insights and increase ROI.

What I do best is use creativity to move brands forward. Whether it's leading the global Tiger Beer account helping turn it into a billion dollar brand, making Google feel like an Aussie or getting a startup off the ground. Working across both Canada and Australia, I've championed teams, strategies and campaigns that have won both local/international creative and business building awards including Cannes, D&AD, Webbies, One Show, and Effies.

An excellent communicator and public speaker, I am comfortable in front of groups big and small which helps bring people together, make decisions and drive them forward. A rare talent that mixes strategy, leadership, creativity, marketing savvy, big ideas and operations in one brain. You can see my full portfolio [here](#).

Sincerely,

Ryan Bernal





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An Introduction

Born in Montreal, I graduated from the Ivey School of Business, one of the premiere business schools in the world. I began my career in advertising and have worked for 25+ years running some of the best global and local brands in Canada and Australia. I've also launched and sold a start-up FMCG business after securing listings in Woolies & Costco and national distribution partners.

My Mantra

Solve the real business problem.

I love the business of business. And that's understanding what of the many challenges that might exist, which is the most important in driving change. Then it's all about motivating stakeholders and teams to action solutions and drive business results.

So regardless of working in 'advertising', solving the real business problem has meant that a brief for a TVC became a change in packaging, press ads have become an app and a traditional campaign has become a PR initiative. The media is irrelevant as long as it solves the problem.

What I'm Really Good At

Business Strategy

My business background and experience has given me a strong skillset in all formats of business strategy from research and analysis, consumer insight development and overall marketing strategy across digital, social, BTL, ATL and internal comms.

Relationships

I'm able to quickly form strong relationships with internal and external stakeholders by ensuring I understand people's needs including what personal success looks like, their pressures and

an understanding of what internal stakeholders they need to navigate.

Championing Creativity & Leading Teams

You can't do one without the other. People feel most excited and engaged when they feel like they are part of something amazing. Whether it's the creation of a new campaign or solving a business problem in a novel way. I've been able to ensure that my teams and agencies have consistently delivered best in class thinking and creativity throughout my career. A hands on leader with active roles in the development of all strategy and creative development.

Manage the Complexity of a Business

Whether it's a large account or an entire business, I have experience running the full P&L, managing career progression of team members, the overall strategy of the organisation or client business.

Major Accomplishments

Going full start-up with the launch of No Ugly wellness tonics, securing distribution, being listed in over 550 Woolies and selling the business all in less than 3 years.

Fostering a culture of creativity resulting in three agencies achieving the 'hottest' Campaign Brief agency yearly ranking and, most recently, helping 72andSunny Sydney become Campaign briefs Agency of the Year 2022.

Leading the global strategy and execution for some of the worlds largest brands including Tiger Beer, Tinder, Rio Tinto and [yellow tail], among others, to their most creative and business successes in their history.

A legacy of over 80 creative and effectiveness awards (Cannes, D&AD, One Show and Effies) across a stable of brands in all media including Integrated, Film, PR, Activation, Packaging and Digital/Social.

Seeing some of my team members go on to excel in their careers and become stars in their own right. I'm proud to have been a part of their success.

Experience

Atlas Engineering 2023-Present
Consultant: Head of Strategy

72andSunny 2021-2023
General Manager, Head of Brand

No Ugly Pty Ltd. 2020-Dec 2023
Country Manager

Marcel Sydney, 2016-2020
Client Services Director - Managing Director & Head of Strategy

Publicis Mojo (Syd), 2013-2015
Group Acct. Director - Client Services Director

Sound Alliance (Syd), 2012-2013
Managing Director

Us Sydney, 2010-2012
Managing Director

TBWA Sydney, 2007-2010
Group Acct. Director - Group Head

Leo Burnett (Toronto & Syd), 2002-2007
Acct. Supervisor - Group Acct. Director

FCB Toronto, 1998-2002
Asst. Acct. Manager - Acct. Supervisor

Featured Work (click to view)

Google, Sydney
[Helping You Help Them](#), Local campaign

Tiger Beer, Singapore
[Air-Ink](#), global campaign

Who Gives A Crap, Sydney
[Uncrap The World](#), Global campaign

Tinder Inc., Los Angeles
[#Represent Love](#), global campaign

Other
www.ryanbernal.wixsite.com/portfolio

Education

Ivey School of Business, University of Western Ontario, 1995-1998
Honours Degree in Business Administration

Key Brand Experience



Skills & Interests

Business Strategy, Brand Strategy, Marketing Strategy, Public Speaking, Presentation Development, Keynote, Power Point, Excel. Surfing, Travel, Hiking