

MAX JEROME BIO

Max began his advertising career as a creative assistant at Chiat/Day New York, in 1987. Jay Chiat challenged Max to write and art direct a campaign while still a creative assistant. Impressed with the results, Mr. Chiat called on him several more times to work on other campaigns and in-house design projects. Max was able to parlay the hard work into an Art Director's Club award well before he was officially promoted to asst. Art Director.

Armed with a growing portfolio, Max was personally hired by Donny Deutsch, in 1989. At Deutsch, Max was in the group that helped launch IKEA in North America. He also did outstanding work for, the N.B.A and US News and World Report, amongst others.

At Ammirati & Puris, in 1991, Max conceived and art directed several campaigns for clients such as Nikon cameras, RCA, and Aetna. Awards soon followed. Even more rewarding, Max gained valuable strategic and creative problem solving skills working closely along side his mentor, Ralph Ammirati.

A critical turn in Max's career occurred in 1993 when he left Ammirati & Puris to become an Associate Creative Director on the SAAB and Foster's Beer accounts at Angotti Thomas Hedge. It proved to be a successful union. His work at ATH led Max to be offered a position as a Creative Director at Kirshenbaum Bond & Partners. Max helped guide such businesses as CNBC, Snapple Beverages and Blimpie International.

Max embarked on a lengthy career as a freelance Creative Director/Art Director in 1996. Max found continued success lending his unique skill set to various advertising, design and writing projects.

In 2006, Max was lured back into a full-time position as a Creative Director on the Disney account at McGarryBowen. Max made his impact felt almost immediately by authoring the "Disney Dream Portraits" campaign idea for Disney's Global Theme Parks. The campaign has involved many A-List celebrities and the acclaimed celebrity photographer, Annie Leibovitz. Max worked closely with Annie and her team for well over a year. The campaign has gained global recognition, increased Disney Park's attendance globally and is going strong to this day.

Since leaving MGB - and not one to rest on his laurels - Max has expanded his knowledge base in New Media, Web Design, User Interface and has increased his skills in Photoshop, Illustrator and InDesign. He is now proud to call himself a true "hybrid" creative.