

## Dean K. Fueroghne

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### Summary of Professional Experience:

A proven track record of success from many years in advertising and marketing. What does that really mean? Well, that I've worked on a ton of different business categories, from health care to industrial laser drills –through direct marketing, television, print, outdoor, internet and other media, for DTC and B2B. It means that I've been responsible for directing advertising and marketing strategy including all aspects of advertising concept, research, media planning, account planning, and have worked hand-in-hand with account directors on internal and external pitches.

It also means my leadership skills have been tested when directing staffing groups from four to forty. And that I have proven experience in directing and motivating others. Through senior management experience I have become adept at handling real-world business situations while fostering a great degree of creativity and latitude, all to the benefit of clients and employers. It means that I've helped companies get noticed, and I get bottom-line results. I'm proud to have:

- Developed strategies and campaigns that often surpassed expectations and goals
- Increased revenue and sales goals, and assisted in sustaining them
- Filled empty seats and beds
- Shortened lead generation time
- Reduced sales efforts and costs, resulting in higher profitability
- Redirected customers to more profitable channels.

### Professional Experience

*2006 to Present: **VP and Creative Director**, Critical Mass Creative Group  
Los Angeles, CA*

#### **My Role:**

Brought in to start a new advertising, marketing and creative group (owned by a larger communications company) from the ground up. Oversaw and guided putting the agency together from the beginning, including hiring staff, development of procedures and processes, equipment purchase, financial and billing processes, and all other aspects of starting a new business. Responsible for all creative and production activities, and was an integral part of strategy on new business development efforts and prospect/client pitches.

#### Major Clients:

- Wheatman Insurance
  - North American Scientific
  - ghd hair styling products
  - Don Sebastiani & Sons Winery
  - ProVision Interactive Media
  - Holden Color
  - Quality Home Loans
  - Best Carbide Cutting Tools
  - SudzzFX Hair Care Products
  - Wireless Capital Partners, LLC
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1998 to 2006: **President and Creative Director**, Mousetrap Advertising & Marketing, Inc.  
Pasadena, CA

**My Role:**

Instrumental in building full-service advertising and marketing agency from scratch (with two other partners) – to \$14 million in billing and a staff of 16. Responsible for all creative and production activities, and was an integral part of strategy on new business development efforts and prospect/client pitches.

Major Clients:

- Delta Dental
  - Meguiar's Car Care Products
  - Excellon Automation
  - Matsushita Avionics
  - Genesis Health System
  - Stuf Car Care Products
  - ProActive Motorsports
  - Patriot Bank (Pennsylvania based banking system)
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1994 to 1998: **President/Creative Director** of First Strategic Group –Advertising & Marketing  
a division of McKessonHBOC (VP/General Manager of McKessonHBOC)  
Los Angeles, CA

**My Role:**

FSG specialized in clients in health care and related industries. I started with FSG as Creative Director and managed a 14 person creative and production department. Was heavily involved in client meetings and presentations, and new business efforts. When the agency was acquired by McKessonHBOC, I lead in orchestrating the transition. Following the merger, I was promoted to President/Creative Director of the FSG division to oversee operations while maintaining direct responsibility of the creative department. Helped grow FSG client base and build the agency to become the highest profit margin division within the McKesson group of companies.

Major Clients:

- McKessonHBOC
  - Cedars Sinai Health System
  - Curative Health Services (Wound Care Centers; National)
  - Scott & White Health System
  - Promina Health System
  - Columbia Health System
  - Providence Hospital
  - National Health Enhancement Systems (the pioneer in medical call centers)
  - York Health System
  - Rural/Metro
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1991 to 1994: **Creative Director** of Ogilvy & Mather  
Honolulu, HI

**My Role:**

I was promoted to Creative Director of the Honolulu office, after being hired as Associate Creative Director. Ogilvy & Mather is one of the most respected and largest agencies in the world. When I joined O&M, the Honolulu office had 32 employees and \$17 million in billings. When a key employee left, taking all clients and all but three employees with him, I stayed and worked with the New York and Los Angeles offices to rebuild the agency. Within one year (and a massive new business effort) we had re-grown the shop to 48 employees and over \$32 million in billings. Was instrumental in pitching and winning the largest account in the state of Hawaii: the Hawaii Visitor's Bureau. Also, increased profitability and renewed ability to compete in the marketplace by

converting the creative department to a Macintosh computer work environment (from an entirely manual department).

Major Clients:

- Microsoft
  - Hyatt Hotels
  - American Express
  - Jaguar Automobiles
  - Hawaiian Airlines
  - Pizza Hut
  - Taco Bell
  - AT&T
  - Dole Foods
  - Honolulu Symphony
  - The Island of Lana'i
  - Sea-Land Services
  - Waikiki/Oahu Visitors Association
  - Hawaii Visitors Bureau
  - Polynesian Cultural Center
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1989 to 1991: **Creative Director** of *Orenstein Savage Advertising*  
Sherman Oaks, CA

**My Role:**

Promoted to Creative Director after starting as Associate Creative Director/Senior Art Director. Directed all creative work in the agency. Was instrumental in new business efforts, including winning the Steadicam and MCA accounts. Developed and implemented appropriate computerization within the creative department to increase efficiency and improve the agency's overall profitability.

Major Clients:

- Alpine Car Audio
  - Audio Dynamics Corp.
  - Steadicam
  - Infinity Audio Components
  - MicroComputer Accessories (a division of Rubbermade)
  - Kawai Instruments
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1986 to 1989: **Senior Vice President, Creative Director** of *The Good Guise Advertising*  
Encino, CA

**My Role:**

Promoted to Sr. VP & Creative Director after being hired for an Associate Creative Director position. I was promoted to senior management after helping maximize existing client business, and procuring new accounts including 20<sup>th</sup> Century Fox and The Hollywood Studio Museum. Billings grew from \$3 million to over \$20 million in less than three years.

Major Clients:

- 20th Century Fox
  - The Prudential (land development division)
  - Kaufman & Broad
  - Newhall Land & Farming (Master-planned community of Valencia)
  - Center for the Improvement of Child Caring
  - Pine Grove Hospital
  - Hollywood Studio Museum
  - Orleans Restaurant
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1984 to 1986: **Creative Director** of *Junger-Wellman & Company*  
Venice, CA

**My Role:**

As Creative Director, converted a staff of freelancers to a comprehensive in-house creative department, resulting in increased profitability through more efficient workflow, lowered outsourced costs, and a greater ability to meet client demand.

Major Clients:

- Citicorp Plaza
  - Trojan Properties
  - Metrobank
  - Crown Coach
  - American Health Group
  - Dacosystems
  - Islands Restaurants
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1981 to 1984: **Creative Director** of *DDB/Needham Retail*  
Los Angeles, CA

**My Role:**

Promoted to Creative Director, from Associate Creative Director/Senior Art Director, after being appointed by agency principals. Grew the creative and production departments from three people to over 16, including an in-house photography department. Increased agency profitability by streamlining costs and maximizing workflow efficiency.

Major Clients:

- Wilson's Suede & Leather
  - Mallin Outdoor Furniture
  - Halispecht's Lighting
  - Tinder Box
  - Gardenia Foods
  - HASA Pool Chemicals
  - Datafaction
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**Books  
Authored**

Pulitzer Prize Nominee (2001).

*Law & Advertising —Current Legal Issues for Agencies, Advertisers and Attorneys*  
(Yellow Cat Press, 1995, 2000 and 2007).

*Always Leave Room for the Mouse* (Yellow Cat Press, 2007)

*"But The People in Legal Said..." —A Guide to Current Legal Issues in Advertising*  
(Dow Jones-Irwin, 1988)

*Xerox Ventura Publisher Sourcebook* (Dow Jones-Irwin, 1989)

*The Advertisers Current Law Anthology* (Dow Jones-Irwin, 1989)

## **Teaching Positions**

*Pierce College, Los Angeles –Adjunct Professor*  
Visual Communications: 2006 to present

*University of California, Los Angeles –Adjunct Professor*  
Legal and Ethical Aspects of Advertising: 1985-86

## **Speaking Engagements**

American Marketing Association  
American Association of Health Plans  
Alliance for Health Care Strategy  
National Health Forum

## **Awards**

- Pulitzer Prize Nomination, 2001
- Clio Awards
- Clio Awards Judge 1988 to 1991
- New York Art Directors Show
- AAF District 13
- West Coast Art Directors Show
- Telly Awards
- International Film & TV Festival
- New York Festivals
- "Best In The West" Show
- ADDY Awards
- Lulus
- ICON
- EFFIE

## **Affiliations**

- American Federation of Teachers (AFT) AFL-CIO
- TASA: Registered Expert Witness in marketing and advertising
- Art Directors Club of Los Angeles
- Advertising Industry Emergency Fund
- Los Angeles Advertising Club
- Western States Art Directors Club

## **Education**

*University of California, Berkeley*  
Business & Management Studies

*Thomas Edison State College, Trenton, NJ*  
B. A. Humanities

*University of California, Los Angeles*  
Law Studies