

johnny-utah.com

JOHN TRINANES



CREATIVE DIRECTION

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About John:

John is an accomplished creative leader renowned for his ability to define strategic direction and bring creative visions to life. With a wealth of experience working with clients, he excels at building and inspiring multi-disciplined creative teams to deliver integrated campaigns.

Currently serving as the Global Chief Creative Officer of SPIRO, a brand experience agency within the GES collective, John oversees creative initiatives and fosters innovation. Previously, he held the position of Group Chief Creative Officer for SRG, a global marketing agency holding company in New York City. As CCO, John led creative endeavors across a collective of agencies specializing in various marketing disciplines, including digital, content, brand, advertising, influencer, and experiential marketing. Prior to SRG, John served as Chief Creative Officer for the Opus Agency, where he successfully transformed the agency's integrated experiential offering.

With his tenure as Senior Vice President of Creative at George P. Johnson, a global experiential agency, John established and led one of the industry's largest creative teams. He spearheaded a comprehensive transformation, introducing a "blueprint to a culture of creativity" initiative that revolutionized the agency's creative landscape and embraced a more agnostic approach to problem-solving.

John's passion for business began when he launched his South Beach brand advertising boutique, collaborating with esteemed brands such as Samsung, Fox Sports, the NFL, and Carnival Cruise Lines in the US and Latin America. During his early days in Miami, he discovered his passion for crafting non-traditional brand experiences while working with the renowned Crispin + Porter creative team.

Recognized for his outstanding work, John's contributions have been featured in top industry publications, including Communication Arts, Graphis, and Graphic Design USA. In 2013, he received a nomination as one of the top Creatives in Boston by the AdClub. His exceptional talent has been acknowledged by prestigious award shows, earning multiple Hatch, Clio, and Addy Awards. Additionally, John made significant contributions to the industry as an instructor and founding staff member of the renowned Miami Ad School, sharing his expertise and shaping future creative talents.

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October, 2021 - Present: Global Chief Creative Officer, Spiro

Responsibilities included:

- Built and led one of the industry's largest integrated experiential creative teams across the US, EMEA and AP.
- Establish a global collaborative process where strategic and creative resources can collaborate and innovate.
- Built a digital content team to support all experiential campaigns across all geos.
- Built a strong partnership with the global head of business development and drove account growth
- Led multiple teams to create integrated strategies and experiences for clients such as Boeing, GE Aerospace, Formula E, Pfizer, John Deer, Bell Helicopters, L'Oreal and McDonald's.

November, 2020 - October, 2021: Group Chief Creative Officer, Stadiumred Group

Responsibilities included:

- Building a creative center of excellence with a multi-disciplined group of creatives.
- Strategic creative support across SRG's entire collective of agencies.
- Establishing a Ways of Working best practices for cross agency integration and collaboration.
- Leading all major new business pitches across the entire collective of agencies.
- Creating strategic creative campaigns that tap into the power of the collective on clients such as ABC, FX, Tubi, Maggie Q's Qeep Up and Steven Soderbergh's Singani 63 spirit.

May, 2019 - Nov. 2020: Chief Creative Officer, Opus Agency

Responsibilities included:

- Leading the transformation of the agency's creative offering.
- Driving all major new business opportunities.
- Leading and mentoring a large team of multi-disciplined creatives to create memorable experiential campaigns for clients such as Amazon, Salesforce, Google and Uber.

November, 2018 - April, 2019: Chief Creative Officer, Trinanes Creative

Consulted on project work for brands such as Varela Hermanos Distillers and the City of Miami Beach.

2011 - October, 2018: SVP, Creative Lead North America, George P Johnson

As the North America Creative lead for GPJ, responsibilities include:

- Building and managing one of the largest, most diverse creative teams in the industry.
- Reinforcing and constantly evolving GPJ as the experiential leader in its industry, implementing "A Culture of Creativity", the agency's blueprint for creative innovation and thought leadership.
- Keynoting industry conferences, participating on boards and panels of discussion with peers, and publishing points of view on relevant subjects to challenge industry marketers and maintain GPJ as a thought leader.
- Running point on all major pitches for the agency: ensure that the right creative resources are assigned to every opportunity; manage the ideation and brainstorming process; contribute memorable responses that are critical to the process; and act as "the CD in the room" during the face to face.

2009 - 2011: Vice President, Creative, George P Johnson

Responsibilities included:

- Supporting and collaborating with the SVP and global creative lead for GPJ
- Managing the Creative leadership team across the agency's five largest studios.
- Implementing protocol and process that established cross pollination of all US studios
- Working closely with each of the US ECD's to ensure that the goals and objectives set by the agency's executive management team were implemented.
- Headed up the NBD N.A. team including the crafting and pitching of all major NBD opportunities.

2007 - 2009: Executive Creative Director, Creative, George P Johnson

Responsibilities included:

- Recruiting and management of the largest agency studio, GPJ Boston.
- Pursuing new business opportunities with a goal of diversifying the client portfolio.
- Creating memorable brand experiences for top brands like IBM, MINI, Staples, and Motorola.

2005 - 2007: Senior Creative Director, Creative, George P Johnson

Responsibilities included:

- Working closely with GPJ's Marketing Director and NBD team in Boston to ensure that their message was consistently being delivered across all marketing and communication channels.
- Overseeing the creation of all marketing materials and execution of all marketing outbound initiatives.
- Heading up creative on new business development out of Boston. Was the creative lead on all major wins in my role as Sr CD for GPJ Boston that included BlackBerry, AMD, Emerson, Liberty Mutual, Motorola, MINI and Verizon.

1997 - 2004: T2 Design and Advertising, Founder + Creative Director

As founder and creative director, built an award winning full service brand advertising and design boutique in Miami Beach that included a staff of 14. Developed branding initiatives and experiences for Samsonite, Samsung, Fox Sports, Fox News, AOL, the NFL and Heineken International.

1997 - 1997: Young & Rubicam, Contract Art Director

Designer and Director on the Acer Computer account for Y&R. Responsibilities quickly expanded to include the theme, messaging and look & feel for Acer's global sales meeting. Design and produced all drive to collateral as well as all venue way finding and common area signage. Also conceptualized and art directed a major shoot for three desktop computing systems that including casting and set design. Final selects were then used in all catalog and product collateral for the year.

1994 - 1997: Crispin Porter + Bogusky, Art Director

What began as a contract position grew into a full time role as art director. Collaborated with three others to start CP+B's brand design division - SPINOFF. Responsibilities included concept development and art direction of major brand initiatives for new and existing agency clients. Other responsibilities included new business development and client relations. Clients included Travel Channel, Golf Channel, Miami Heat, USTA-Lipton Tennis, CellularOne and AT&T Wireless.

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EDUCATION

Massachusetts Collage of Art, 1986 - 1991

HONORS, ACHIEVEMENTS & AWARDS

2015: Silver Clio
Pepsi Fan Experience at Levi's Stadium

2013: AdClub Hatch Top 100 List
Nominated to the Adclub Hatch Awards Top 100 Creatives list

2013: Brand X Challenge
Created a national college student brand experience competition (an industry first) to raise awareness around experiential marketing and GPJ's position as the industry leader. Called The Brand X Challenge, we had over 2800 students competing for the grand scholarship prize and internship with GPJ. With over 40 brand marketers participating as judges, the Brand X Challenge featuring Under Armour became incredibly successful and garnered major awareness for GPJ and the entire brand experience industry.

2013: Interview WBTM Radio
Joined by Dan Hanover, Chief Editor of Experience Design Magazine, interviewed on WBTM radio in Washington DC on the rise of Experience Design and the launching of the Brand X Challenge.

2012: Q+A Interview with Experience Design Magazine
POV Q&A interview published in the April/May issue of EDM.

2012: Keynote Speaker for the Experience Design Summit
Keynoted speaker for the industry's largest conference in Chicago.

2005 - 2013: Event Marketer X Awards
Won numerous Gold and Silver X Awards including the Grand X Award for Cisco's GSX Experience

2009 - 2013: Ranked #1 by AdAge Magazine
Under my tenure GPJ was ranked an unprecedented four (4) straight years in it's category as the #1 ranked Experiential Design Agency.

2004: 1st Place Ad2 Awards
1st Place - Best Use of a Full Color Full Page Ad: International Association of Film
Client: City of Miami Beach Office of Film and Entertainment - "We've Got Your Back"

2002: Board Member
Board Appointment - University of Florida's Lastinger Center for Learning

1997: CA Design Annual
Communication Arts Magazine
Client: City of Miami Centennial Celebration collateral featured in publication

1997: Miami Regional Addys
Silver - Regional Addys
Client: City of Miami Centennial Celebration collateral

1996: Work published in Graphis Poster Book
Graphis - Poster Book
Client: Travel Channel - Brand posters published in Graphis Poster

1996: Work featured in GD:USA Publication
Graphic Design USA
Client: Travel Channel - Brand posters featured in monthly publication.