

2018.3

# JOHANNWOLF

EXECUTIVE CREATIVE DIRECTOR | FUTURIST | HUMAN EXPERIENCE DIRECTOR | CREATIVE PRODUCER  
johann@johannwolf.com  
+1 310 500 0432



## INSPIRING THE FUTURE OF THE HUMAN EXPERIENCE

### SUMMARY

A visionary executive level creative project lead specializing in film, photo, VR and human experience ideation, design and production that drive results for organizations and brands.

Fluent across all platforms of visual, immersive and interactive media.

Creating compelling visual storytelling that evolves the future of brand-to-human communication and interaction with top agencies, brands and people.

Focused on high level collaboration with future focused mission-fueled organizations, brands people and technologies focused on human experience, evolutionary communications, ethics and progressive models of disruptive technology and mutually beneficial business.

### CORECOMPETENCIES

Ideation | Inspirational Team Leading | Client Facing | Technology Fluent | Production Expert  
Integrative | Hands On | Experiential Design | Futurist | Human-Centric | Ethics Based  
Autodidact | Vivid Imagination | Design Sensitive | Optimistic | Curious | Communicator

## EXPERIENCE

### Co-Founder | Chief Creative Officer

#### The Department of Wow creative production agency

December, 2015 — Present

- Co-Founded ideation and experiential agency with ACHT Germany
- Developed high-concept experiences for VW Group, BMW, World Expo 2017, Siemens, Telekom, Douglas, Energy Hessen, The Floating Venice Dubai

### Founder | Chief Creative Officer

#### Spacemonkey creative production agency

February, 2012 — December, 2015

- Founded ideation and content production agency leveraging a global network of experts
- Developed high-concept pitches for Virgin Galactic, Samsung, Adidas, MillionAir
- Produced & directed commercials and branded content for Bayer, ING Diba, Red Bull, City of SF

### Executive Creative Director

#### Steelhead advertising agency

January, 2005 — January, 2011

- Developed pitches for new and in-house clients and projects
- Produced and directed multi-spot TV & digital campaigns for LG Electronics, Panasonic, Logitech, Skype, Mt. Shasta, San Juan Medical Center, Dutch Bros

### Founder | Executive Creative Director | Film Director | Executive Creative Producer

#### Radioaktivfilm commercial film production company

September, 1998 — January, 2006

- Founded the first commercial production / production film services company in Ukraine
- Produced and directed over 300 TV commercials, print & outdoor campaigns for global clients and top agencies
- BBDO, Y&R, Lowe, McCann Erickson, Leo Burnett, Ogilvy, Scholz & Friends, JWT, Adventa, DDB and more
- Opened and developed country of Ukraine to become a competitive production resource to the world by offering high end film production services with personally trained crews, locations and talent

## Executive Creative Director

**Leo Burnett** advertising agency

January, 1999 — March, 1999

- Ideation and development of special pitch, campaign and reformat for Premiere World (now Sky) Germany's largest cable and television content provider for a massive rebranding campaign.

## Executive Creative Director

**Ogilvy** advertising agency

January, 1998 — January, 1999

- Opened Ukraine Office and built creative department to 30 creatives
- Pitched and won Stimorol business
- Launched Rothmans Blue campaign and promotional photo contest
- Clients included: Rothmans, Unilever, Stimorol, Glaxo Smith Kline and more

## Executive Creative Director

**Leo Burnett** advertising agency

January, 1997 — January, 1998

- Opened Ukraine office and built creative dept to 45 creatives
- Pitched and won Coke Fanta & Sprite business for Ukraine & Belarus markets
- Launched Marlboro Lights in Ukraine & Belarus
- Launched Marlboro Adventure Team in Ukraine & Belarus
- Clients included Philip Morris, P&G, Coca Cola, La Roche and more

## Executive Creative Director

**Saatchi & Saatchi** advertising agency

January, 1996 — January, 1997

- Opened Ukraine office and built creative dept to 15 creatives
- Launched Lucky Strike into Ukrainian market
- Launched Head & Shoulders into Ukrainian market
- Clients included: BAT, P&G, Ariston, Merloni, Hewlett Packard, Daewoo Motor, Darnica Pharma

## AWARDS

Emmy | Lions | Webby | EVA | Schwartz Prize

## EDUCATION

**Université Paris-Sorbonne** | Master's Degree, Film + Art Communications

**Kunst Hochschule - Vienna** | Continuing Film + Art Communications Studies

**Los Angeles Theatre Academy** | Bachelor's Degree, Theatre Arts / Writing & Directing Program

## BIOGRAPH

Johann Wolf is not afraid to get his hands dirty making something gorgeous.

He has served as executive creative director at agencies like Saatchi, Bates, Leo Burnett, Ogilvy, Acht and more and has lead global campaign initiatives for many of the world's most prestigious brands. Now focused on futurism that improves the human experience, Wolf ideates transmedia campaigns, image films, VR, AR, experiential and immersive projects globally.

His career began in 1987 in Paris as a photographer for fashion, advertising and celebrity. He enjoyed the golden age of photography; assisting, producing and being mentored by luminaries such as Annie Liebowitz, Peggy Sirota, Anton Corbijn, Christopher Griffith, Michael Childers and many more.

As a commercial filmmaker, Johann founded Radioaktivefilm, Spacemonkey, and The Department of Wow, producing and directing over 400 commercials, PSAs and music videos including multi-spot campaigns for global brands in all categories.

Johann Wolf sees inspiration as the essential energy powering all creative endeavor and a uniquely self-generating fuel source: things born of inspiration always inspire others. A keen observer of human behavior and psychology, he believes the future of brand communication is non-interruptive and invitation based and that people should be rewarded for their time and attention. Fascinated by technology and how it shapes culture, he finds balance with a philosophy that prioritizes the human experience. His approach to ideation uses meditation and lucid dreaming to retrieve information from the idea field. Whatever the medium he strives to elevate brand-to-human dialog via strategic creative problem solving, unique ideation, insightful direction and impeccable production of compelling sensory experiences.

Johann Wolf lives the country life in Ojai California and travels world-wide for assignments. He is the father of a super-genius daughter, who's creative talent he nurtures, so that she can push the future paradigm even [further](#).

Portfolios, showreels, and other samples can be viewed at [www.johannwolf.com](http://www.johannwolf.com)

---

JOHANNWOLF