



Peter Zamiska
Cross Platform Healthcare Creative Director/Designer

(m) 917 601-3835

pzamiska@mac.com (personal email)

<https://www.peterzamiska.com/> (personal website)

Career Overview

Prior to re-joining MDC Advertising (now Vizion Advertising) as a managing partner and Chief Creative Officer, Peter Zamiska headed up creative at Ferguson (Ogilvy CommonHealth) until 2010 as EVP, Chief Creative Officer. Prior to that he spent three years heading up the creative department at The CementWorks, a healthcare advertising agency located in New York City. Under his creative leadership The CementWorks (now The CementBloc) established itself a creative power-house, receiving Med Ad News' Agency of the Year honor in the class III category for 2006 and also received the publication's award for Most Creative Professional Advertisement. In 2007 The CementWorks was again honored as a finalist in Med Ad News' Most Creative Agency annual awards ceremony.

Peter re-launched Pfizer's antihistamine Zyrtec® (Lyons, Lavey, Nickel, Swift) to both healthcare professionals and consumers and was also responsible for the professional and consumer launch of the Alzheimer's therapy Aricept® for Pfizer. His successful, pitch for and launch of the analgesic Celebrex®, also for Pfizer, is still considered one of the most successful, and one of the largest pharmaceutical drug launches in history.

His work is featured in *Medicine Avenue* and has won numerous Rx Club awards for creative excellence. He has contributed articles to Pharmaceutical Executive as well as other industry publications, and was invited to address the annual meeting of the AMM (formerly Association of Medical Publishers) as keynote speaker, at the Cornell Club in New York City 2007.

His pro bono work includes ads for the Helen Keller foundation and the Alzheimer's Association's annual gala in honor of Rita Hayworth. He has also contributed services for brand development and advertising for New York City's Greenwich Village Orchestra, and Healthy Monday, a public health initiative developed under the auspices of both Columbia University's Medical Center Mailman School of Public Health and Johns Hopkins Bloomberg School of Public Health.

Experience

2010 – Present: Vizion Advertising vizonads.com (formerly MDC Advertising) Partner, Chief Creative Officer – New York

Client Experience: Exeltis USA, IMS Health, Mission Pharmacal, Teva Pharmaceuticals, Princeton Biopharma, MonoSol Rx, FemmePharma

As a Vizion Advertising Partner, Peter has worked with a variety of clients in the healthcare and consumer sectors, building their brands to compete in their market to both professional and consumer segments, achieving conversion and maintaining customer retention, including:

- Brand positioning, brand identity and creative strategy development
- Messaging strategy development
- Campaign concept development, presentation, production and implementation
- Sales force and meeting materials development
- Website and programmatic banner ad campaign development
- Patient information, savings and compliance program development

2008 – 2010: Ferguson (Ogilvy CommonHealth) Executive Vice President, Chief Creative Officer – Parsippany, New Jersey

Clients: Abbott, Astra Zeneca, BMS, Forest, Genentech, Johnson & Johnson, Novartis.

— Managed creative staff of 40+ including: art, copy, editorial and studio services. Lead development of creative strategy and execution for all major new business and AOR brand assignments. Was responsible for the successful launch of Savella's new fibromyalgia indication for Forest Laboratories. Oversaw the merger of Noesis with Ferguson and was tapped to head up creative of the combined entity. Was responsible for accelerating the integration of traditional media with innovative digital tactics on all agency business.

2004 – 2007: The CementWorks Executive Vice President, Chief Creative Officer – New York

Clients: Pfizer, Johnson & Johnson, Vicuron, Boehringer Ingelheim, Novartis, Medicis, PDR, Eastern Dental.

— Managed creative staff of 20+ including: art, copy, and editorial. Lead development of creative strategy and execution for all major new business and AOR brand assignments. Was pivotal in winning the agency's first major Pharma AOR business from Tibotech-Johnson & Johnson, a novel protease inhibitor, Prezista (darunavir). Developed an award winning global campaign for Spiriva, Pfizer's COPD inhaler therapy. Lead the agency to win MM&Ms agency of the year in 2006, and Most Creative Agency award in 2007.

2000 – 2004: MDC Advertising – New York, Managing Partner, President e.MDC

Clients: McNeil Nutritionals, Mission Pharmacal, Allendale Pharmaceuticals, Quintiles.

— Lead new business development in the digital marketing space, securing Quintiles IQ learning division, developing the IQ brand, concepts, interactive Web presence and a major investor meeting. Developed successful integrated campaigns for Citracal calcium supplement for both consumers, through a national broadcast TV campaign, and the celebrity endorsement of Chris Everet as well as to professionals, through journal advertising, detail materials and direct mail.

1996 – 1999, Lyons, Lavey, Nickel, Swift – New York, Executive Vice President, Associate Creative Director; Clients: Pfizer, Bayer

1993 – 1996, FCB HealthCare – New York, Vice President, Creative Director Art; Clients: Merck, Glaxo Wellcome, Roche

1980 – 1993, Lavey, Wolff, Swift – New York, Senior Vice President, Associate Creative Director Art; Clients: Ayerst, Alcon, Becton Dickinson, Brinkmann, Burroughs Wellcome, Corning, ICI Pharma, Miles, Smithkline Beecham, Ross, Organon, Winthrop, Upjon

Education

BFA, School of Art and Design, The University of Michigan, Ann Arbor

Skills

- Conceptual
- Typography
- Layout & Design
- Drawing
- Photo Retouching
- Digital & Print Production
- Strong Writing Skills
- InDesign
- Illustrator
- Photoshop
- Microsoft Word
- Power Point
- Keynote

Media/Tactical Experience

Branding, brand strategy, personality development, logo design, brand guidelines, broadcast television, print, Web, digital, viral, video, email, direct mail, outdoor, point-of-sale, e-learning & selling, sales & promotional campaigns, signage, patient education & compliance materials, packaging and exhibits

Brand Experience

Slynd Listerine Prevacid Cipro Zocor Aricept Zolofit Immitrex Spiriva Benecol Feosol Zyrtec Lanoxin Vasotec
Premarin Wellbutrin Vasoretic Vanda Norcuron Savella RemFresh Brilinta Nutropin Vitafof Prenatal Vitamins
Pulmozyme Tequin Opti-Care Navalbine IBGuard Prinivil Nuessa Tenoretic PharmFilm Aquoral Zeldox Opti-
Free Tenormin Prinzide Toradol Nasacort Xylocaine Mepron Cimzia Primaxin Similac Q-Test Omnipaque Mefoxin
Isomil Citracal Vicodin AZT 3TC-Retrovir Combivir Mevacor Fosamax Ecotrin Femstat Vanlev Videx Valtrex
Motofen Lovenox Plavix Splenda Lactaid Prezista Dalbavancin GenTeal Visudyne Edecrin Mephyton Eleton -
amongst others