

John Vetter
Vice President, ECD
In-House team builder:
Advertising, Design,
Branding & Marketing.

Vice President, Executive Creative Director, AT&T (DIRECTV)

As a creative leader, I find the greatest satisfaction in opening each individuals potential to find opportunities that empower my team's success. I thrive on connecting purpose to profitable growth, and managing diverse teams with inspiration and steady motivation. Diversity, equity and dedication to team are not only good business, but are the right thing to do to achieve personal and enterprise success. Leading without bias is imperative for personal and business growth, and is what fuels creativity as a competitive advantage.

Over the past 14 years I have built a full-service in-house agency of **over 120 dedicated creatives**, supporting over **40 different business units** that deliver over **8k unique creative projects a year.**

My career has allowed me to become an expert in-house team builder - overseeing **Branding, Advertising, Design and Marketing** disciplines for **fortune 500 companies**, currently **AT&T/DIRECTV**. A passion for translating creative opportunities hidden within data, analytics and strategy - that deliver upon unique KPI's, for diverse business segments. Adept at standing up brand launches or bringing new energy to brands within complex enterprise ecosystems.

I have extensive experience in entertainment, technology, music, and sports and currently oversee strategic partnerships with the **NFL, MLB, NBA, and NHL**, simultaneously overseeing creative efforts for original programming series for **Stephen King and Peter Farrelly**, as well as creative for **D.C. and Warner Media** franchises including **Game of Thrones, Justice League, Batman, Harry Potter** and the recent launch of **HBOMax**.

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AT&T

Vice President, Executive Creative Director

September 2014 – Present

250+ Industry Awards

IHAF In House Agency
of the year 2017

Brandweek Constellation

*Award - Best Team Print
Grand Clio - Best in Show*

As the leader of AT&T's award-winning in-house agency, I currently oversee six highly specialized creative teams and all facets of a full service in house ad agency. Having built the team from the ground up - identifying, mentoring and leading a passionate team of key creative leaders that oversee design, advertising, branded and strategic communications for AT&T. Creating an environment where creative people and creative thinking thrive. Building an environment where a diverse group of people with specialized skillsets collectively impact bottom line growth. I lead a team that aligns passion and performance, fostering an environment with over 90% retention rate, the highest of any team in the marketing organization.

IHAF In-House Creativity Awards

2020 Judge

Together we provide strategic creative that delivers subscriber growth & revenue for the AT&T's consumer brand and it's sub-brands. Supporting over 40 business units for Mobility, Fiber/Internet, and Video business with specific P&L and KPI's.

Guest Lecturer

NYU Tisch

*"How to promote a show
on a budget"*

Promax Marketing

Awards Judge - '17 and '18

Highlights

- **Built full service in house NY agency** from the ground up, by pitching and winning work from NY's biggest agencies.
- Delivered over **8k unique creative projects** annually.
- Led the design and development of the brand logo, color palette and brand systems for **DIRECTV and AT&T** and the development of the AT&T custom typeface.
- Developed Consumer Marketing style guide to align all marketing materials.
- Concepted and created Key Art Campaigns for over **50 original programming** titles, including **Stephen King** and **Peter Farrelly**.
- Design branded activations for **SXSW, TIFF, AdWeek, Comicon & Sundance**.
- Delivered custom artwork for **D.C. and Warner Media** franchises including - **Game of Thrones, Batman, Justice League, Harry Potter** and **HBOMax**.
- Designed 10 epic Superbowl events for **Jay-Z, Beyonce, Foo Fighters, Jlo, Justin Timberlake, Kanye West, Taylor Swift**, and most recently **Lady Gaga** the **#1 social event in AT&T's history**, generating **2.3 billion brand impressions**, & was the **#1 and #2 trending Twitter event** Superbowl weekend.

Scott Galloway

"Prof G"

Disruption Intensive

NYU Stern

School of Business

July 2020

DIRECTV**AVP/Senior Creative Director***September 2011 – September 2014***Creative Director***September 2006 - September 2011*

**New York/New Jersey
All Stars School for Youth**
*Internship, mentoring
and development program
2011-2014*

Originally brought on to launch a premium subscriber magazine and oversee several external agencies, my role quickly evolved to identify opportunities to internalize creative efforts from external agencies. Building out this team of in-house creatives remains a career highlight, as we successfully aligned all brand, marketing and communications at a lower cost and generating higher response rates while delivering record numbers in subscriber growth.

I was part of a specialized marketing team that was instrumental in bringing DIRECTV's stock from \$24 to \$95 at time of acquisition by AT&T.

Highlights

- On boarded work from 5 agencies, including work from 3 of NY's largest.
- Oversaw over **200 productions & shoots** - Working with sport & celebrity talent -
- **John Hamm, Beyoncé, Claire Danes, Rose Byrne, LL Cool J, Eli & Peyton Manning.**

HSN**Home Shopping Network****Associate Creative Director***May 1997 – September 2006*

**Winner Promax Battle
of Marketing All Stars**
 Share Our Strength

- Developed, directed and motivated creative team alongside live broadcast team to define and grow the HSN brand. **Rebranding the network as HSN.**
- Launched network partnerships for brands including **NFL, NASCAR, WWE**, electronics partners **Gateway & Samsung** and celebrity lifestyle brands for **Wolfgang Puck, Stephanie Seymour, Lauren Hutton, Suzanne Somers, Jennifer Flavin-Stallone** and **Joy Mangano** direct to consumer brands.
- Pivoted print team focused on consumer catalog business, to digital department, building out full service digital photo studio. Eventually bringing all production in house (stylists, sets, props, digital, hair and make up).
- **Defined HSN's in-house team**, proving out all advantages of the in house model.

Additional**Music Industry and Agency Experience**

Univ. of South Florida
 BA Advertising &
 Communications Design
*Minor Fine Arts
Studio Sculpture*

Music: Worked with celebrity owner from conceptualization, construction and opening of 1500 person concert venue. Responsible for positioning and branding multi-genre music, art and film space. A leader in emerging artists and regional entertainment, booking and promoting: **Nirvana, Kid Capri, The Orb, Red Hot Chili Peppers, Pearl Jam, Moby, REM, DJ Shadow, Flaming Lips, Sonic Youth...** Booking thousands of bands, DJ's, performance and spoken word artists.

**Booked all Campus
Entertainment '85-'89**
*2nd place Most Creative
Homecoming Float*

Advertising: At the CD level oversaw and development of new business pitch creative for small and mid-size agencies, winning accounts including **GNC, Caribbean Tourism and Lexus USA.**