**Rich Guest**

Award Winning Creative Marketer with Deep Digital Expertise

**Professional Summary**

Rich Guest is a well-rounded and entrepreneurial marketer with a demonstrated ability to lead high performing teams and drive transformation initiatives. Rich has excelled in specialist, generalist, general management, and operational leadership roles.

Over the past five years, Rich’s teams have conceived some of the world's most awarded, non-traditional advertising campaigns winning 45+ prizes at the Cannes Lions Festival of Creativity. Notably, these teams produced Burger King’s “Confusing Times”, Skittles’ “Exclusive the Rainbow” (the most awarded advertising of 2018), and Skittles' “Broadway the Rainbow” (ranked as 6th best campaign in the 2019 WARC Creative 100).

**Professional Experience**

Senior Vice President, Brand and Digital Marketing

IMAX, 3/2022 – Present

Adjunct Lecturer, Annenberg School of Communication and Journalism

University of Southern California, 1/2022 – Present

Vice President, Brand Communications

Burger King North America, 11/2020 – 12/2021

Executive Vice President, Global Chief Digital Officer

Doyle Dane Bernbach (DDB), 7/2018 – 11/2020

President, North American Operations

Tribal Worldwide (a division of DDB), 10/2014 – 7/2018

President, US Operations

Tribal Worldwide (a division of DDB), 11/2009 – 10/2014

Multiple Positions

DDB and Tribal Worldwide, 1/2000 – 3/2003; 9/2004 – 11/2009

Associate Marketing Manager

comScore, 9/2003 – 9/2004

Multiple Positions

JWT (now Wunderman Thompson), 9/1998 – 1/2000

**Education**

Master of Business Administration

Northwestern University, 8/2001 – 6/2004

Bachelor of Arts with Honors

Indiana University Bloomington, 8/1994 – 6/1998