

Paul Weiss

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Experience

Creative Director/Copy Consultant May 2015- Present

Chief Executive Officer, Co-Founder: BUCKTASK May 2015- Present

**Associate Creative Director, The Navicor Group (inVentiv)
December 2012-May 2015**

Created and produced the new digital and print campaign for Zaltrap (metastatic colo-rectal cancer); Copy and creative leadership on MuGard (device/rinse for oral mucositis) and Feraheme (for the treatment of iron deficiency anemia in adult patients with chronic kidney disease); Worked on the launch of Omontys (erythropoiesis-stimulating agent (ESA) for once-monthly treatment of anemia due to chronic kidney disease (CKD) in adult patients on dialysis.

**VP Group Creative Director: CAHG (Corbett Accel Healthcare Group)
2004-2011**

Managed 8-12 person creative group (both art and copy); handed over 10MM in business including the launches of Edarbi (Takeda) in 2010; Rituxan for RA (Genentech) in 2007; and Zetia (Merck) in 2003/4, led multiple winning new-business pitches including Takeda (Edarbi), and Forest (Ceftaroline); launched educational initiative *IdeaPharm NY* to enhance and hone the creative skills of internal and external copy and art personnel; over 70 Hours of Omnicom/DAS-sponsored courses in team leadership, best business/financial acumen, mentoring and modeling, negotiation and presentation skills.

VP Group Copy Supervisor: Noesis (Ogilvy Commonhealth) 2002-2004

Copy leadership on the Omnicef account (Abbot anti-infective) and several new business pitches

Education Indiana University

BA cum laude/with Honors in Sociology

School of Visual Arts SVA/NYC

Advertising/Copywriting (post-graduate studies)

Category/Brand Experience

CNS: Zoloft, Geodon, Aricept, Pfizer CNS Franchise, Adderall XR, Maxalt, Paxil; **Cardiovascular:** Zetia, Altace; **Allergy:** Nasonex, Zyrtec, Benadryl; **Rheumatology:** Rituxan for RA; **Vaccines:** Pasteur Mérieux Connaught (Sanofi) plus Merck adult and pediatric vaccines; **Anti- Infectives:** Omnicef, Ceftaroline **Oncology:** Zaltrap (colo-rectal cancer), Neupogen, Zoladex, Zoladexgyn, Breast Cancer Awareness Month; **Women's Health:** Premarin (Osteoporosis); Estrostep, Tri- Levlen (Oral Contraceptives); **End Stage Renal Disease:** Fosrenol, Feraheme; **Gastroenterology:** Asacol, Pantolzol, Motillium; **Ocular:** Bausch & Lomb Pharmaceuticals (Visionary Nutritionals)

Some Awards

Rx Award (2013), Global Award (Grand Prize 2010); Gold In-Awe Award (2007); 16 Rx Awards of Excellence (2004-2009); Global Award (Grand Prize 1999), Rx Gold Award (1998), In-Awe Silver Award (1997)