



## Norbert Fruteau de Laclos

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### IN THE U.S.

3 months

Branding & Design for all accounts  
360° for all pharma accounts  
CRM, DR, GA, B2B ...  
Print, TV, Digital, New Medias

360° for all pharma accounts

Satellite "Boutique" of S & S NY.  
Branding, GA, CRM, DR / Digital, TV...

Created and developed  
CRM/DR + Integrated Departments

Corporate Branding and Design  
Print, TV, Out-of-home

### NEW BUSINESS WINS

### IN THE E.U.

All media advertising, including  
in-store 3D displays, 70mm theater  
commercials, European publications  
Packaging, windows & in-store  
displays, furniture design,  
print ads, posters, TV, brochures,  
movie OOH, PR materials,  
...

### AWARDS / RECOGNITION

### BACKGROUND / EDUCATION

Maîtrise Droit Social  
Licence d'Economie de la Santé  
DEUG A.E.S.

**Now Freelancer / Creative Consultant / Print, Digital, New Media / US & Global - New York**  
**Conception, Branding & Brand Experience, Creative Direction & Strategy / Design**

**2010 Digitas Health (Publicis) - New York**

**2011 Creative Consultant**

**2009 RAPP (OMNICOM) - New York**

**2010 Senior Vice President, Group Creative Director**

Gardasil, Zetia, Vytorin, Singulair, Merck Ad. (Merck and Co.) • Medco • Lactaid (J & J) • Nicorette (GSK)  
• Viagra (Pfizer) • Coty Fragrances: Halle Berry, PlayBoY, Guess, D. & V. Beckham, Beyoncé

**2007 Ogilvy Healthcare (WPP) - New York**

**2008 Senior Partner, Group Creative Director**

Natrelle, Sanctura, LapBand (Allergan) • Kaletra (Abbott) • Extavia (Novartis) • Concerta Adult  
& Pediatric (McNeil-Janssen) • Mirapex (Boehringer Ingelheim) • Xalatan (Pfizer) • Pristiq (Wyeth)

**2006 Glow Worm (Saatchi & Saatchi / Publicis) - New York**

**2007 Senior Vice President, Executive Creative Director**

**2002 Saatchi & Saatchi Consumer Healthcare (Publicis)- New York**

**2006 Senior Vice President, Associate Creative Director**

**2000 Klemtner Advertising (Saatchi & Saatchi / Publicis) - New York**

**2002 Senior Art Director**

#### Main accounts 2000 / 2007

• Nexium, Prilosec, Seroquel, Pulmicort / EverydayKidz, Crestor, AZ Corporate, Entocort (AstraZeneca)  
• Frontline (Merial) • Detrol (Pfizer) • Enbrel Global & US (Wyeth & Amgen) • Amitiza (Takeda) • Playtex  
• Rimonabant Global (Sanofi Av.) • Aptivus, Viramune (B.I.) • Clarinex (Sch.Plo.) • Boniva (GSK / Roche)  
• Altace (King Ph. / A.H.A.) • Finacea (Int. / Ber.) • Ameriprise (AMEX) • Avaya Teleph. • Transitions Lenses

Nexium, Seroquel, EverydayKidz, Entocort, Enbrel US, Enbrel Global, Enliven, SureClick (Enbrel), Acomplia / Zimulti,  
Altace, Aptivus, Viramune, LapBand, Ameriprise, Avaya, Alli, Nicorette, LifeScan, Merck Adherence, Viagra, Humana

**1996 Paname (Publicis) – Paris, France**

**2000 Senior Art Director**

**1992 Creator Agency (Grey Advertising) – Paris, France**

**1996 Freelance Art Director / Designer**

• L'Oréal Paris • L'Occitane • Kérastase • Estée Lauder • Eminence / Athéna • Blanc Bleu • Naf-Naf  
• CORA / Influx • Jacadi • Baby Dior • Duval-Leroy (Champagne) • Leroy (watches) • Musées de France  
• Spanish Bureau of Tourism • Tabacalera (Ducados, Fortuna, Montecristo) • Hippopotamus restaurants  
• Honda • Toyota • Ariston / Groupe Merloni • France Télécom (intranets & web) • Bosch Telecom  
• Dassault Aviation (military & civil) • Miramax • Bac & Mars Films • Studio Canal+ • Acclaim Video  
• Warner Bros. Pictures & Videos • Maeva Insurance • Hôtel St-Géran Mauritius

**2010 Internationalist's Agency Innovator** (For Breakthrough communicators, champions of multinational strategy and advocates of international brand-building in Advertising, Marketing and Media Professionals)

**2010 Gold DTC Awards** Zetia & Vytorin: Best CRM/Direct Mail Campaign • **Bronze DTC Awards** HPV: Best Disease Education • **2007 Silver Medal New York Festivals** Altace: Best SuperBowl Commercial • **07 Gold DTC Awards** EverydayKidz: Best web design • **05/06 Seroquel**: Best DR print & Best web design • **05/06/07 Enbrel**: Best GA TV, Best DR TV, Best CRM campaign • **01/02/03/04/05/06 Nexium & PurplePlus**: Best pharma launch, Best Rx program • **1998 Prix de l’Affiche Européene** Hippopotamus • **98 Prix Decaux** Microcosmos

**Master's Degree in Social Law / DESS** Public Hospitals, Health and Medical Institutions Law  
University of Law and Economic Sciences of Montpellier / France

➤ **Thesis:** *Alternatives to hospitalization in psychiatry*

**Undergraduate Degrees** Economics of Health • Economy & Social Administration

➤ **Thesis (Maîtrise):** *Sharing the knowledge in Medical & Pharmaceutical Research*

**Best Economy Award in Economics of Health** (Prix de l'Académie de Montpellier en Economie de la Santé)

➤ **Certified Social Worker** for underprivileged children with severe respiratory / asthmatic conditions

➤ Fluent in English, French and Spanish