

Patrick Cahill

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A leader and organizer of creativity and a believer that things can always be better. With over 18 years communications experience I've found an approach that seems to work: build the environment that allows people to make amazing things happen, bring context to the table with a wide understanding of culture, technology and media and be good to people. It's a hands-on, generalist skillset that can be applied to any organization, brand or project. I'm an Australian national based in New York City with a green card.

Experience

CAHILL&PARTNERS New York / Partner / 2017-present

A consultancy I started in 2017 to work on projects of different shapes following a sabbatical. Projects include brand building for start-ups and established companies and working with agencies to transform their operations.

Wieden+Kennedy Delhi / Managing Director / 2015-2017 and 2018

With a remit to establish a new direction for the office after the departure of a long-term management team, during my tenure we made groundbreaking work for flagship clients like Nike, Royal Enfield, IndiGo and Make In India, increased clients, staff and revenue and restructured the digital operations around new media. The office was recognized for its creative work around the world, including Nike's transformational '*Da Da Ding*', but refocussing and energizing the team was my proudest achievement. I returned to Delhi in 2018 as interim MD to manage a transition, again a very satisfying experience.

Wieden+Kennedy New York / Group Account Director / 2011-2015

Based in New York working on the Heineken and Heineken Light brands, then adding Squarespace and Equinox to my portfolio. Highlights include returning the Heineken brand to growth in the U.S. with projects such as Departure Roulette (2013), Heineken Light with Neil Patrick Harris (2014-15), leading the 'Dreaming with Jeff' Super Bowl campaign for Squarespace (2015), and building the provocative 'Equinox Made Me Do It' campaign (2014). Other achievements include championing digital and social media integration within the agency and creative recognition at all the major award shows. During this time Heineken was named *Mashable's* Digital Marketer of the Year in 2014 and Cannes Creative Marketer of the Year in 2015.

BMF Sydney / Group Account Director / Account Director / 2007-2011

BMF is one of Australia's leading creative agencies, awarded Agency of the Decade by industry publication *B&T* magazine in 2010. I led XXXX and West End Draught (beer), the Bacardi-Martini portfolio of brands, BPAY (fintech), Football Federation Australia (soccer), Princess and P&O Cruises (travel) and Goodman Fielder Baking. A member of the BMF management team and Director of New Business, achievements include multiple new account wins, managing account management mentoring programs and creative recognition at major award shows locally and internationally including Cannes and the Effies.

ArnoldFurnace Sydney / Account Director / Account Manager / 2004-2007

ArnoldFurnace is a full-service advertising agency, part of the HAVAS group. I managed Peugeot (automotive), Suntory, Midori and Cuervo NPD (spirits) and the Slazenger sports brands. Highlights include leading the Suntory account win, client-side secondment for 6-months, and award-winning creative work for Peugeot and Slazenger.

Holden Special Vehicles Sydney / Marketing Assistant / 1999-2004

A J.V. with General Motors and Holden, Holden Special Vehicles (HSV) and sister company Holden By Design make high performance motor vehicles and original equipment for a passionate Australian enthusiast audience.

Education

University of Technology Sydney, Bachelor of Business, Major in Marketing.
St Ignatius' College Riverview, Sydney, Higher School Certificate.

Other things

In no particular order, some things I think about or are important to me;

Sustainability - we must find more sustainable ways to do what we do, or we're screwed.

Alternative energy - we can do so much better. See sustainability point above and yes, I'm an Elon Musk fan.

The future of work - technology is changing everything but humans will always have a role. I like UBI.

Decentralization - the world needs to find another system of distributing everything, and the internet needs fixing.

Space - the last frontier. Exploration and curiosity is everything for humankind to progress.

Travel - I tend to travel a lot, I like to move around.

Downtime - high in the mountains or in the water are the only times I feel truly normal. And reading.