

# EDU POU

www.edupou.com • +61 (0) 409 903 405 • edupou@gmail.com • linkedin.com/in/edupou • @edupouworks

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I love creating famous stories and products for intelligent audiences on behalf of brave brands.

I have been on the jury of the most prestigious advertising festivals, and I have collectively won over 100 awards, including Cannes Lions, One Show, Clio, LIA, Spike Asia, Effie, and Webby.

My passion for mentoring has taken me to collaborate with several reputed universities and schools, speak at top industry conferences worldwide, and write regularly for industry-leading publications.

## EXPERIENCE

### **FOUNDING PARTNER AND CREATIVE DIRECTOR • METACAMPUS**

HOBART, JAN 2022 - ONGOING

Join a global collective of technology-minded experts focusing on social innovation united to empower people to succeed in the virtual economy and make the exponential world more accessible and inclusive.

### **EXECUTIVE CREATIVE DIRECTOR • WE ARE SOCIAL**

SYDNEY, SEP 2019 - DEC 2021

Lead the creative output for the Australian branch of the largest social-led creative agency globally, embracing the power of social thinking to drive business value for brands like Samsung, Netflix, Red Bull, and Virgin Australia.

### **CREATIVE ADVISOR • VISYON - MEDIAPRO GROUP**

BARCELONA, MAY 2019 - JAN 2021

Team up with the founder of one of the most interesting XR-centric tech studios in the world to set the company's direction, enhancing their creative capabilities and reinforcing their leadership position within the MediaPRO Group.

### **CREATIVE ADVISOR • THE ELECTRIC FACTORY**

MONTEVIDEO, SEP 2018 - JAN 2021

Ideate and develop The Hy Project, an initiative to equip electric and hybrid vehicles with a sound that benefits the environment for Ayax-Toyota. Designated as a project of national interest by the government of Uruguay, Hy has been widely implemented across Latin America.

### **INDEPENDENT COPYWRITER • NIKE**

HILVERSUM / LONDON, APR 2019 - JAN 2021

Strengthen NIKE's powerful brand position with tactical messages in social media to celebrate the feats of Nikewomen and Nike football athletes, turning them into empowering messages for everyone.

### **INDEPENDENT CREATIVE DIRECTOR • R/GA**

NEW YORK/PORTLAND, JUN 2018 - SEP 2018

Focus on creating a futureproof strategy and design for the Starbucks app, and relaunch Starbucks DoubleShot Energy for the NACP (Starbucks & PepsiCo), from concept to delivery.

### **EXECUTIVE CREATIVE DIRECTOR/PARTNER • HERE BE DRAGONS**

NEW YORK, JUN 2016 - JUN 2018

Spearhead VR and experiential cutting edge projects for clients like Netflix, Samsung, Oculus, GE, and StubHub, and VR evangelist at forums like Sonar+D, AWWWARDS, and NEXT.

### **CCO • THE BARBARIAN GROUP**

NEW YORK, OCT 2014 - JUN 2016

Co-manage a 120-strong team, working for brands like IBM, GE, Samsung, and Pepsi, and winning new clients like KIND Snacks, Brisk, and Etihad Airways. I was also a member of the Cheil Global Creative Excellence Team.

### **HEAD OF CREATIVE INNOVATION • WIEDEN+KENNEDY**

AMSTERDAM, NOV 2012 - SEP 2014

Collaborate with the ECDs to push the creative beyond campaign work for all accounts, resulting in award-winning projects like 'Life-Size Messi' for EA Sports and 'The Legendary Posters' for Heineken.

### **CREATIVE DIRECTOR • WIEDEN+KENNEDY**

AMSTERDAM, JAN 2008 - NOV 2012

Create global integrated campaigns for Coca-Cola, Electronic Arts, Nokia, and Wyborowa. During that period, I was one of the top global creatives on the Poach List by Business Insider.

### **SENIOR COPYWRITER • CRISPIN PORTER + BOGUSKY**

MIAMI AND BOULDER, MAY 2006 - OCT 2007

Proud member of the team named best interactive agency in Cannes Lions 2006, creating projects like BFD - Pizza Builder & Tracker for Domino's and the Compare-o-tron for VW.

### **CREATIVE DIRECTOR • DOUBLEYOU**

BARCELONA AND MADRID, FEB 2000 - FEB 2006

Winner of the second Cannes Grand Prix Spain had ever won, with a digital campaign for Nike. I was also the creative lead of celebrated projects for Audi, SEAT, San Miguel, and Yahoo!

### **COPYWRITER • BCP/AGM**

BARCELONA, AUG 1997 - JAN 2000

From websites formatted for blind people to flash mini-games, software manuals, and CD-ROMs for financial institutions. I wrote everything and more at one of the first digital agencies in Spain.

## MAIN HONORS & AWARDS

**CANNES LIONS** x 12, and a Grand Prix  
**THE ONE SHOW** x 6  
**CLIO AWARDS** x 3  
**SPIKE ASIA** x 2  
**ADSTARS** x 1  
**AIMCO** x 1  
**AICP NEXT** x Grand Prix  
**SXSW** x 1  
**EURO EFFIE AWARDS** x 1  
**LIA** x 3  
**EL SOL** x 12, and a Grand Prix

**NEW YORK FESTIVALS** x 7  
**SXSW INNOVATION** x 1  
**FASTCO WORLD-CHANGING IDEAS** x 1  
**EUROBEST** x 2  
**EPICA** x 1  
**CDEC** x 4  
**LAUS** x 3  
**IAAA** x 3  
**LUMIERE** x 1  
**EL OJO DE IBEROAMÉRICA** x 3  
**FWA** x 9  
**FIAP AWARDS** x 8

## JUDGING

**ONE SHOW** - 2022, '21, '16, '14, '12  
**C DE C - PRESIDENT** 2021, '07  
**AWARDS** - 2021  
**MUMBRELLA COMMSCON** - 2021, '20  
**CLIO** - 2006  
**CANNES LIONS YOUNG CREATIVE** - 2007  
**NY FESTIVALS** - 2005  
**MIDAS AWARDS** - 2004  
**ADC** - 2010, '05  
**WEBBY** - 2018  
**ADSTARS** - 2019, '17  
**ONE SCREEN FILM FESTIVAL** - 2017, '16, '15

**EL SOL** - 2005, '12  
**LA LLUNA** - 2012  
**ADC PORTFOLIO NIGHT** - 2015  
**IAB MIXX** - 2015  
**LOVIE AWARDS** - 2014, '19  
**PRODUCTION AWARDS** - 2018  
**D&AD** - 2008  
**INSPIRATIONAL** - 2011  
**NEXT** - 2017  
**TTB CREAM** - 2016  
**MICROSOFT MOUSE AWARDS** - 2008

## LECTURES AND WORKSHOPS

**UTAS ARTFORUM** - AUSTRALIA, 2022, '20, '19  
**STRATEGIC DIGITAL MEDIA** - AUSTRALIA 2022  
**SÓNAR+D** - SPAIN, 2019  
**CAMPUS PARTY** - MEXICO, 2019  
**CAMPAIGN VR ROUND TABLE** - USA, 2016  
**CDEC** - SPAIN, 2019  
**BCN SCHOOL OF CREATIVITY** - SPAIN, 2017-'19  
**DIGITAL INVADERS** - MEXICO, 2012  
**IMAN NEXT MARKETING** - SPAIN, 2008  
**TVDAY BRUSSELS** - BELGIUM 2014  
**CANNES SPARK** - FRANCE, 2017  
**SÓNAR+D** - SPAIN, 2017  
**EL SOL** - SPAIN, 2017  
**SITGES NEXT** - SPAIN, 2017  
**DESACHATE** - URUGUAY, 2016  
**AWWARDS** - USA, 2016  
**#OPENCOMLOT** - SPAIN, 2016

**UAB** - SPAIN, 2008  
**IAB "DIGITAL ROCKSTARS"** - CHILE, 2011  
**CO-CREATE TO INNOVATE** - NETHERLANDS '13  
**DIGITALK** - BULGARIA, 2012  
**MIAMI AD SCHOOL** - NETHERLANDS, 2012  
**HOALA** - SPAIN, 2018  
**IAB** - SPAIN, 2009  
**ACCADEMIA DI COMUNICAZIONE DI MILANO** - ITALY, 2002-2004  
**UNIVERSITAT RAMON LLULL** - SPAIN, 2002 - '05  
**ASOCIACIÓN DE AGENCIAS DE PUBLICIDAD DE BIZKAIA** - SPAIN, 2005  
**COLEXIO PROFESIONAL DE XORNALISTAS DE GALICIA** - SPAIN, 2003  
**UNIVERSITAT ROVIRA I VIRGILI** - SPAIN, 2003  
**UNIVERSITAT DE VIC** - SPAIN, 2002

## EDUCATION

**BACHELOR'S DEGREE IN ADVERTISING AND PUBLIC RELATIONS**  
UNIVERSITAT AUTÒNOMA DE BARCELONA, 1992 – 1996

## LANGUAGES

**ENGLISH, SPANISH, AND CATALAN.**

## ACCOLADES

“Edu woke me up from a coma. Working for him at The Barbarian Group was such a privilege in that it reinvigorated me and got me excited about this business again. He has such a contagious passion for ideas which makes it exciting to share work with him. And the work always got better for having done so. He’s a thought leader, an industry leader and a relentless optimist who reaches for what’s possible even when (especially when) it has never been done before. Edu provided his Lieutenants with just the right alchemy of autonomy and air cover. He instinctively knew when his teams needed a push and when we needed a hug. He’s a supporter of women in the business and, in particular, of working mothers. I can’t say enough good things. I’d work for him again in a heartbeat.”

Jill Applebaum  
Chief Creative Officer  
Wunderman Thompson NY

“Edu is, hands down, one of the best Creative Directors I’ve ever had the pleasure of working with. Nothing escapes his sharp wit. He’s talented, articulate and knows how to analyze and solve problems from multiple and always-surprising angles. We affectionately call him “Wikipou” since he’s a walking encyclopaedia of anything from pop culture to sociology, politics or new media. Sceptic when it comes to divisions between “traditional” and “digital” creativity, Edu rocks any platform or media that crosses his way. He’s curious, empathic, open-minded, and a true team player.”

Hector Muelas  
SVP, Global Marketing & Creative  
Expedia Group

“Talented, passionate and popular, Edu inspires and delights all those around him. He’s a creative thinker, with a knack for coming up with an innovative interactive solution to any creative challenge. More than all this, what stands out about Edu is how much he cares about his co-workers, always ready to pass on his experience and skill with warmth and respect. A great man.”

Neil Heymann  
Global Chief Creative Officer  
Accenture Interactive

“Edu is one of the most talented creatives I’ve ever worked with. He always has a clear vision of how a problem can be solved in a fresh and engaging way. I feel honored to have met him and to have worked with him – and still do.”

Olivier Rabenschlag  
Global Director  
Google

“The best kind of person to work for is one who truly loves what they do. Edu is that kind of person. I was lucky enough to spend a year and half under the tutelage of this ax-wielding Catalan man, and learned a lot about being a better writer and manager. He critiques your work with an energy and passion that could resurrect even the most apathetic creative from the dead, and he pushes it to places you’d never think of. On top of that, he’s the kind of leader that takes the time to teach and mentor everyone from the CDs down to the juniors. Like he would actually send out an iCal, sit down with you, go over work, tell you what you’re doing right and wrong, pull up a few websites he thought were cool or might help, and give you goals for getting better. Imagine that. I hope I get to work with Edu again in the not too distant future—before he retires someplace with low taxes, trades in his axe and metal hair for punch-me plaid pants and a metal detector, takes up golf, and starts eating dinner at 4 pm.”

Tucker Loosbrock  
Creative Director  
T&S