

# Karl Gomes

National Creative Director - Digital at Rediffusion - Y&R

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## Summary

At Rediffusion YR since November 2008, Karl is creating an environment and mentoring a team to listen, understand and engage brands and their fans in relevant, original and profitable digital conversations. Previously at Arc Worldwide / Leo Burnett he was Executive Creative Director – Digital with a mandate to leverage Web 2.0 and new media across big campaignable ideas. Prior to this Karl was the National Creative Director at Tribal DDB India, where he worked on creating brand demand using the online space.

Karl has won numerous awards at Cannes, Webby, One Show, New York Festivals, Asia Pacific Adfest, Abby and AAI, including the 1st Indian Cyber Shortlist at Cannes 2006 for Timesjobs, the 1st Indian Webby award for a simple and intuitive multilingual portal for Life Insurance Corporation of India, the 1st Bronze Cyber Lion at Cannes 2008 and India's first Silver Pencil at the One Show Interactive 2009 for an Online campaign "highlighting what's important" for Luxor Highlighters.

Karl was on the Cannes Cyber Lions, ADFEST Cyber Lotus, Asia Interactive Awards, Abby Awards and Yahoo Uncannies Jury. A frequent speaker at industry conferences and advertising seminars Karl has also held lectures and workshops with young management and advertising professionals.

A true pioneer in the digital medium, Karl was awarded "Young communicator 2008" by Symbiosis Institute of Media and Communication, Pune for outstanding contribution in the field of media and communication in India.

## Specialties

Karl combines a deep understanding of people, culture, trends, ideas, brands and new media with strategic, creative and technology skills, underpinned with an innate sensibility for social media, usability, design and content.

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## Experience

### **National Creative Director - Digital at Rediffusion - Y&R**

November 2008 - Present (10 months)

A mandate to create an environment and mentor a team that will offer comprehensive Digital solutions to all Rediffusion – Y&R clients across the board - be it in terms of a specific digital requirement for a particular group company or collaborating with various teams and help create a model which integrates rather than separates. Digital will thus not be a separate entity but a critical part of a brand's footprint.

## **Executive Creative Director - Digital at Arc Worldwide / Leo Burnett**

August 2007 - October 2008 (1 year 3 months)

Arc Worldwide is a global marketing-services company aligned with Leo Burnett and part of the Publicis Groupe network. While Arc provides marketing services spanning interactive, out of home, shopper marketing, events and promotions my mandate was to leverage Web 2.0 and new media with some big campaignable ideas through a unique fusion of creativity + accountability that we call Practical Magic.™

## **National Creative director at Tribal DDB India**

May 2004 - August 2007 (3 years 4 months)

Worked on Relevant, original and impacting creative in the online space while fully utilizing the medium's tracking and analysis technologies to help clients shape and refine their marketing strategies. In little under 3 years at Tribal DDB India I have worked on very exciting brands and delivered intelligent strategic thinking and excellent creative work.

*18 recommendations available upon request*

## **New media / creative consultant at advertising agencies and design houses**

August 1996 - April 2004 (7 years 9 months)

*1 recommendation available upon request*

## **Computer arts lecturer at Near computers**

July 1993 - February 1994 (8 months)

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## Education

### **Mithibai College**

1993 - 1998

### **St. Dominic Savio High School**

SSC, 1983 - 1993

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## Honors and Awards

- 1 Bronze – Cannes Cyber Lion 2008 (Global)
- Finalist – Cannes Cyber Lion 2007 (Global)
- Finalist – Cannes Cyber Lion 2006 (Global)
- Finalist – One Show 2007 (Global)
- Finalist – New York Festival 2006 (Global)
- Peoples Voice - Webby awards 2007 (Global)
- Peoples Choice – Webby awards 2006 (Global)
- 1 Silver and 2 Bronze – Asia Pacific Advertising Festival 2006 (Asia - Pacific)
- 1 Gold, 1 Silver and 2 Bronze – Goafest AAAI 2006 (India)
- 1 Silver - Goafest AAAI 2007 (India)
- 1 Gold , 4 Bronze and 2 finalists – Goafest AAAI 2006 (India)
- 1 Silver - Abby Awards 2006 (India)

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## 19 people have recommended Karl

"Speaking about Karl... He is a person loaded with creative ideas..Basket full of creative thoughts. The recognition which hold in online media circle that itself will tell you how karl as a person is.. Its feel proud to tell, I know person like him.. My best of wishes will be always with him, Hope he continue to climb the ladder of sucess and become a benchmark to all the younger generation who wish to persue the career in Interactive Media."

— **Balaji Mani**, *Art Director, Creative Global Services*, worked indirectly for Karl at Tribal DDB India

"Karl is the most creative person I have met and thoroughly enjoyed working with. His dedication and focus to his job results in excellent creativity output."

— **Poonam Rakshit**, *Business Director - West, Tribal DDB India*, worked with Karl at Tribal DDB India

"Its been a delight to watch Karl grow from strength to strength over the years. His energy levels are amazing. His "big idea" strike rate is infectious. One of the few creative talents who also revels mentoring and managing people. He personifies the creative energy of the team that he leads.While he has won quite a few international and national creative awards, his best, is still to come. Undoubtedly, one of the best talents in the Indian creative space."

— **Venke Sharma**, *Sr.Vice President and Director-India, ARC WORLDWIDE*, managed Karl at Tribal DDB India

"Karl is the most creative brains I have ever come accross. Infact he is made up of that rare combination of sense of Design , associating interactive ideas with a Brand. Absolutely down to earth , and anyone who works with him will feel as if they have been together for years. If you believe that Internet is where you target audience is , I recommend that Karl will be the best man to help you communicate/reach out to your audience in most interesting manner. Cheers, Himanshu Mody CEO Tekno Point Multimedia."

— **Himanshu Mody**, was Karl's client

"Working with with Karl has been sheer Fun,,..his energy levels and enthusiasm about work are so inspiring....as a team we have had great working environment. he is a very vibrant person and

really informed about what is happening in the digital space. From being a fabulous presenter to having an innovative creative bent of mind he has it all. Cheers Smita"

— **Smita Challu**, *Account Supervisor, Tribal DDB*, worked directly with Karl at Tribal DDB India

"Kick ass creative as well as strategic insight that's what you enjoy when you work with Karl. Over and above he is excellent communicator and presenter."

— **Medhir Pandya**, *Account Director, Tribal DDB India*, worked directly with Karl at Tribal DDB India

"What can i say about Karl? His skills as a NCD were as good as his skills as a servicing guy.. Always helpful... His room was one Trance nation of its kind... Thanks buddy for all the music..:)) Great loss to us - both professionally & as a friend. I wish him all the best in all his endeavours in life... Karl... U ROCK!!!!!!!"

— **Kedar Mehendale**, *Account Supervisor, Tribal DDB India*, worked directly with Karl at Tribal DDB India

"He is one of the most active and vibrant person I have come across. Well read guy with loads of info on all the happenings in the net space. Cool guy to hangout with. cheers"

— **Narayan Murthy Ivaturi**, *Account Supervisor, Tribal DDB India*, worked indirectly for Karl at Tribal DDB India

"good with creative ideas & understands domain very well."

— **SANDEEP WALVEKAR**, *Head Internet Initiatives, Zapak*, was with another company when working with Karl at Tribal DDB India

"I have always admired Karl's spin on the concepts he has worked on. He is extremely talented and loves challenges to further his creativity"

— **Vidyottama P Sharma**, *Editor, Mag India, Tribal DDB, Mudra Communications*, worked directly with Karl at Tribal DDB India

"if you've not met karl then you know nothing about the latest trends and insights on the web. his dedication and passion towards this medium is truly inspiring. when the indian netizen was still dwelling in the shadows of banners and emailers, karl was all set to build web 2.0 communities. cheers to your vision. now where is the drink you promised after this write-up? hehe kiddin :) it's always great fun working with you!"

— **Zeenia Mehta**, *COPYWRITER, TRIBAL DDB INDIA*, reported to Karl at Tribal DDB India

"I have known Karl since before he joined Tribal DDB, when he was doing some stupendous work at Deadline Advertising... am doing even more of that at Tribal. Very resourceful and creative,

always one up on technology. Way to go!"

— **Pradyuman Maheshwari**, was Karl's client

"Karl is a person who you can completely trust, when there is a need for coming up with truly innovative solutions. he is a very responsible person, a rare quality for a creative person. i would strongly recommend him for anyone who is looking for an outstanding professional and a great human being"

— **Biju Dominic**, was Karl's client

"Karl has been one of the most inspiring person i have ever come across... and that is one of the key elements, how he gets awesome reults from his team. He himself is involved in the process, from A to Z. He has a keen sense of what works and doesnt work for a client, and where and how to get it delivered. I have loved every minute, of my time, working with him in Tribal DDB India, and wish him all the best in all his endeavours, and hope to work with him in the future some time soon."

— **Shruti Shetty**, *Graphic designer/ Visualizer, tribalddbindia*, reported to Karl at Tribal DDB India

"I have worked with Karl on a variety of projects.... his energy, passion is infectious. The experience has always been exciting. Karl has an incredibly fertile mind and his solutions have an incredible blend of an appreciation of technology, brand and consumer insights and a keen sense of design."

— **Sandeep Vij**, *President, Mudra Communications Ltd.*, worked directly with Karl at Tribal DDB India

"The coolest boss I ever had and probably ever will. More than an x-boss he's my mentor. Cheers!"

— **Priyank Sharma**, *Graphic Designer, Tribal DDB India*, reported to Karl at Tribal DDB India

"Karl is one the coolest Creative Directors I have worked with.He just manages to push the internet medium to the next level"

— **Yohannan John**, *Business Director, Tribal DDB*, worked directly with Karl at Tribal DDB India

"Karl's knowledge of and passion for the new media is very impressive. I worked very briefly with him while his organisation was pitching for the Reliance Capital business. We were very impressed with his ideas and the energy he brought to the table."

— **Sourabh Mishra**, was Karl's client

"Has all capabilities to be true creative solutions person. Understands the requirements of the client, thinks out-of-box and converts the idea into creative seamlessly. This makes him different and successful in most difficult situations. And most important he doesn't loose this cool and control in the most tight situations."

— **Vikas Dadoo**, *Regional Manager, TRIBAL DDB INDIA*, managed Karl indirectly at Tribal DDB India

[Contact Karl on LinkedIn](#)