



Michael B. Endy 940 Irving Avenue Westfield, NJ 07090

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908.403.8609

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<http://www.michaelendy.com/>

2010- present

**Cherry** Ottsville, PA  
Partner & Executive Vice President, Creative Director

<http://www.cherryhcc.com/>

Agency partner and director responsible for new business development, brand strategy, creative vision and execution, creative staffing

Accounts: Hospira, COBI, Cativer BioInsights, On Interactive, Iniven

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2009-2010

**5ifth Element** Lexington, KY  
Executive Vice President, Creative Director

<http://www.5ifthelement.net/>

Agency creative director responsible brand strategy, creative strategy and execution, staffing and staff development

Accounts: Hospira, COBI, Metabolon, ThromboGenics, USWorldMeds

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2004-2009

**CommonHealth** Parsippany, NJ  
Senior Vice President, Creative Director

<http://www.commonhealth.com/>

Group director responsible for brand strategy, brand hallmarks, MOD/MOA development, tactical development of print, web, interactive and convention creative

Accounts: Merck Oncology franchise, Merck Neuroscience franchise, BMS/AZ Diabetes Alliance, Schering-Plough Allergy franchise, Hospira

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1997-2004

**Interbrand** New York, NY  
Creative Director

<http://www.interbrand.com/>

Group creative lead responsible for brand development, strategy, budgeting and team development

Accounts: P&G, Unilever Best Foods, Tropicana, Seagrams, BMS, Alcon, Allergan, Guidant

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1994-1997

**Hughes Design** Norwalk, CT  
Design Director

<http://www.hugheslink.com/>

1991-1994

**Cornerstone** New York, NY  
Senior Designer

<http://www.cornerstonebranding.com/>





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## **Education**

**Pratt Institute** Brooklyn, NYC

BFA, Cum Laude

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## **Creative Awards**

2009: 7 Addy Awards, including one Gold Award

2008: Rx Award, Astrid Award, 2 Aster Awards

2007: Telly Award, Graphic Design USA, 3 ADCNJ Awards, including Best In Show

2006: 2 ADCNJ Awards, 2 Graphic Design USA US Design Awards

2003: Fusion Awards' Package of the year, 2 Beverage Packaging Global Design Awards

2002: 7 Gabee Awards

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## **Publications**

Graphis Logo, Graphic Design USA, American Corporate Identity, Int'l Brand Packaging Awards, Label Design, Brandweek, MedAdNews, Medical Marketing & Media (MM&M)

Thirty Under 30, People To Watch; Graphic Design USA 1998

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## **Online**

My portfolio: [www.michaelendy.com](http://www.michaelendy.com)

My photography site: [flickr.com/photos/michaelendy](http://flickr.com/photos/michaelendy)

My Twitter feed: [twitter.com/michaelendy](http://twitter.com/michaelendy)

