ODDLY COMPELLING CREATIVE HUMAN*

Who is Mr. Moritz?

Glad you asked, Mr. Moritz (born Robert Andrew Moritz) is an Auckland-based (by way of Los Angeles + New York City) Creative Director who helps global brands be 137% more interesting.

Mr. Tony Hawk clears Mr. Moritz
0% Photoshop + 100% Awesome

krunch Lured to Auckland, NZ, to help startup a data-driven digital agency, Mr. Moritz becomes Executive Creative Director (and Board Member) @ krunch.co. Over 7 years (and counting) of exponential agency growth, he has been leading the creative transformation for high-profile clients including Hyundai, Honda, BNZ, Bayleys, Canon, Fisher Funds, CISCO, La-Z-Boy, Renault...

SAATCHI & SAATCHI When the world's largest automaker launches a new brand positioning ("Let's Go Places!"), Mr. Moritz is asked to join Saatchi & Saatchi Los Angeles as Editorial Creative Director leading social and digital brand creative content for Toyota North America.

INNOCEAN WORLDWIDE INNOCEAN USA wants to reimagine the way digital stories are told. As Editorial Creative Director, Mr. Moritz founds the agency's Storylab: An innovative creative collective, social newsroom and production unit servicing Hyundai USA and other clients.

HBO HBO (USA) decides to start an online comedy network. Mr. Moritz is tapped to run the venture as Executive Producer @ HBO New Media. Managing 30+ staff he crafts the brand story; guides video production and oversees all editorial content. Hilarity ensues.

GQ Sophistication. Erudition. An undeniably alluring scent. Just some of the qualities that fuel Mr. Moritz' successful tenure as West Coast Editor @ GQ Magazine (USA) where he covers pop-culture, tech and the good life for the million+ circulation pub.

Disney Disney Interactive Innovations performs a comprehensive overhaul of the flagship disney.com. Mr. Moritz leads editorial direction and content development for the project. Mother of Mr. Moritz is finally impressed.

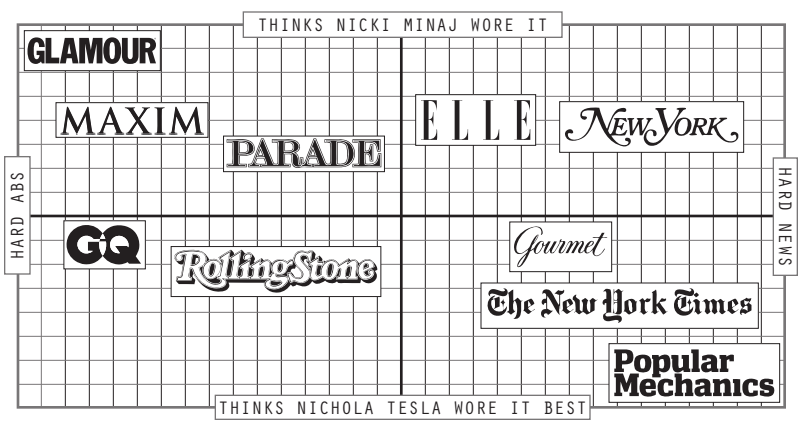
MTV Head of Strategy says: "Develop strategic initiatives designed to bridge the gap between broadcast and online programming". As Senior Producer @ MTV Interactive, Mr. Moritz replies: "Here's how to make online content that plays well with on-air (and vice-versa)".

SONY PICTURES Sony USA targets 18-35 year-old guys for a macho relaunch/re-brand of the Crackle.com video portal, Mr. Moritz provides leads creative direction and a curator-focused content strategy.

95FM Enticed by a beacon of hope for a future where broadcast music doesn't entirely suck, Mr. Moritz joins the Board of Directors for 95bFM: New Zealand's largest independent radio station.

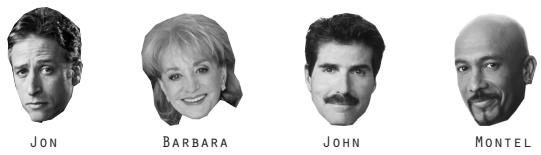
Mr. Moritz: Auteur

From movies to music to tech trends, Therapy Dogs, Persian Ice Cream, underwater chainsawing, olfactory seduction and beyond, Mr. Moritz has time and again risked life, limb and any self-respect to report on the stories that have defined our times. *(right)* A psychographic analysis of a few of the fine U.S. publications that Mr. Moritz has written for:



Mr. Moritz Revealed

A sampling of the news media elite who have featured Mr. Moritz as an expert on pop culture and other urgent matters.



"I'm not sitting here to be friends with [Mr. Moritz]. Is this my first choice for spending a Saturday? No! No! No! I think it's distasteful."

— Salma Hayek (in *Elle* Magazine)

Currently working on.

TC/AI As a card-carrying member of the No-Code Founders global community, Mr. Moritz has launched The Creative AI: A directory of 200+ AI-powered No-Code tools for creatives working on art, entertainment and marketing projects.
Have a look ☞ **thecreative.ai**

Contact Mr. Moritz

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