

# ADAM KERJ

Chief Creative Officer · Global Brand Creative Strategy · AI-Infused Creative Systems

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## THE GAP I FILL

AI has made creation instant, scalable and cheap. That's not an advantage — it's the floor everyone now stands on. Most creative leaders don't understand AI infrastructure. Most technology leaders lack taste. The gap between the two is where companies bleed budget, lose differentiation and become indistinct.

I bridge that gap. I build the creative systems, teams and culture where human ingenuity and technology compound — not compete. That's how brands stay distinct, trusted and chosen. The only advantage that doesn't commoditise.

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## AT A GLANCE

- 30+ years leading creative at global scale
  - 125+ international awards including Cannes Lions Grand Prix
  - First-ever EMEA CCO at Accenture Song — the world's #1 tech-powered agency
  - First-ever US CCO at Dentsu — created the Oreo 'Blackout' tweet
  - Won and personally leads two top-10 EMEA revenue clients (Peugeot, Randstad)
  - Global Creative Lead Peugeot – Reposition of Peugeot brand position & creative platform
  - Led the industry's first global AI-first Brand AOR pitch win
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## WHAT I UNIQUELY BRING

- **Commercial creative leadership at scale** — Won and personally lead two top-10 EMEA revenue clients (Peugeot, Randstad) through creative-led pitches. Revenue follows conviction, not credentials.
  - **AI-first brand transformation — proven, not promised** — Led the first global AI-first Brand AOR pitch win in the industry. Built a GenAI brand language model and AI factory for Randstad at commercial scale — not demo scale.
  - **Systems builder, not campaign maker** — Built Accenture Song's EMEA Creative & Marketing practice from zero. Integrated all creative acquisitions. Launched the Song Creative Council. Infrastructure, not output.
  - **Taste + technology in one seat** — Rare combination: the creative instinct to know what's worth making, and the technical fluency to architect how it scales. Neither delegated. Both applied.
  - **Culture architect** — Built high-performing creative cultures across the US, Nordics and EMEA. Diverse teams, clear creative philosophy, measurable commercial results.
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## CAREER

### Chief Creative Officer, EMEA

Accenture Song · 2018 – Present

- First-ever EMEA CCO at the world's #1 tech-powered creative company.
- Built EMEA Creative & Marketing practice from scratch — strategy, hiring, positioning, culture.
- Won and leads Peugeot and Randstad, two of Song's top-10 global revenue clients.
- Led Song Cross-Practices reorganisation; integrated all EMEA creative acquisitions.
- Partnered with Global AI & Tech lead to pioneer AI-infused brand creative at commercial scale.
- Led the industry's first global AI-first Brand AOR pitch — and won.

### Chief Creative Officer

McCann Worldgroup

- Multi-market creative leadership across major global brand accounts.
- Drove integrated creative output across the agency network.

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### Chief Creative Officer, USA

Dentsu & VML North America · 2012 – 2016

- First US CCO appointment in Dentsu's history.
- Created the Oreo 'Blackout' tweet — one of the most referenced real-time marketing moments in industry history.
- Created the Oreo Daily Twist campaign. Multiple Cannes Lions including Grand Prix.
- Grew agency from 400 to 800 people while maintaining creative quality and culture. Numerous prestigious recognitions.

### Founder & Executive Creative Director

TBWA / Saatchi & Saatchi (Nordics) · Early career – 2011

- Creative leadership across Scandinavian markets.
- Award-winning work for major regional brands.
- Built agencies and creative cultures from the ground up.
- Established reputation for culturally resonant, commercially effective creative.

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### RECOGNITION & THOUGHT LEADERSHIP

- **125+ International Awards** — Cannes Lions Grand Prix, D&AD, Effies, Clios — across brand, digital and integrated categories.
- **Industry Speaker** — Keynotes on AI, creativity and brand differentiation at global industry events.
- **POV** — The Age of Synthetic Sameness — a field guide for leaders navigating AI-driven commoditisation.

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*“Creativity is infrastructure, not a department. It’s how companies stay distinct, trusted and chosen. Get this right, you win. Get it wrong, you’ll keep spending more and moving less.”*