

Rick Smith Creative Advertising, 1980

With over 26 years of experience in the Canadian advertising industry, Rick Smith developed a prolific career at some of Canada's top advertising agencies. He graduated from Loyalist College's Creative Advertising program in 1980. Right after graduation, Rick was hired by a small Toronto advertising agency as a direct result of his college placement program. Gaining valuable experience in his first couple of years on the job, Rick was recruited as an account executive by one of the world's most famous advertising agencies, Ogilvy & Mather. Over the next nine years Rick honed his craft and worked his way up to the senior ranks of the company as an account director. From 1982 to 1991 he worked on many prominent award-winning accounts including Carling O'Keefe Breweries, Robin Hood Foods, The Ontario Egg Board, Royal Trust Financial Services and Glaxo Pharmaceuticals. Rick had many memorable moments in his career at Ogilvy & Mather including two one-on-one meetings with the legendary David Ogilvy himself.

Amidst a flurry of mega-mergers that would soon redefine the advertising industry, Rick made an entrepreneurial move joining Promanad Communications in 1991. Now recognized as a senior professional in the Toronto advertising community, his mandate at Promanad was to help the company grow in the area of advertising and to augment its existing strength as a promotional organization. At Promanad, Rick played a key role in attracting and keeping mainstream accounts like Bridgestone/Firestone Tires and the Ontario Lottery Corporation.

In 1993, recruited by another top-ranked agency, Rick became Vice President, Group Account Director at BBDO Canada working on the Bell Canada Telecommunications account. This was during the fast-paced, tumultuous time of deregulation. Competition was at its peak and Bell produced many highly visible national ad campaigns created by BBDO. Thinking about the pace, Rick remembers having to leave his wife and four-year-old daughter for two weeks to travel across Canada shooting more than 20 testimonial commercials for Bell in that short time. "Not much sleep was had, but it was a great opportunity to see many of Canada's towns and cities while helping make some pretty good ads".

In 1995, by now a sought after executive, Rick joined MacLaren McCann Canada as Senior Vice President, Group Account Director. He was a key agency leader, mentor and an insightful strategic partner working with clients such as Royal Bank, McNeil Consumer Healthcare, Lucent Technologies and Bacardi-Martini Ltd.

When approached by Saatchi & Saatchi in 1999 to become their Senior Vice President and Managing Director for Canada, he decided to take the leap. Managing agency operations and performing daily account management roles on Maple Leaf Consumer Foods and McNeil

Consumer Healthcare, Rick was responsible for new business gains that earned the agency approximately \$1.7 million in new revenue in his first 18 months on the job.

With over 20 years of experience, Rick was now looking for bigger challenges – challenges that would test his ability to apply his own vision to an agency’s direction. So in 2001, returning to the MacLaren McCann group of companies, Rick joined one of Canada’s leading healthcare advertising agencies - Torre Lazur McCann. Initially joining the company as Director of Client Services, Rick had his sights set on bigger things and within two years was promoted to the position he holds today as President of the company. Under his leadership as President for the past three years, the agency has experienced growth exceeding 30%.

In 2006, in addition to his role at Torre Lazur, Rick was appointed to the Executive of MacLaren McCann where he, along with nine others, map out the strategies and actions of the 12 divisions that make up Canada’s largest advertising agency.

Rick, his wife Heather and their 17-year-old daughter Diana enjoy a passion for downhill skiing and spend winter weekends in the Collingwood area at their country home in Meaford.

When Rick started at Loyalist in 1978 he was bent on being an art director. He wanted to concentrate on photography and making Andy Warhol-like silk screen posters while his teachers insisted that leadership and management were his greatest skills. Eventually, they helped to set him on a path that surprises him even today.

Throughout his career Rick has maintained involvement with Loyalist and other community colleges by providing placement positions, hiring grads, speaking to classes and participating on advisory committees.