

Ruchi Sharma

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Professional Experience:

Nov 2020 – present

Founder & Chief Creative Officer
HumanSense, Colombo, Sri Lanka

Jun 2019 – Aug 2020

Creative & Culture Officer (CCO)
Brands for Humans, Bangkok, Thailand

Nov 2017 – Apr 2019

Creative Chairperson
BBDO, Colombo, Sri Lanka

Jun 2015 – Oct 2017

Group Chief Creative Officer
Ogilvy group, Colombo, Sri Lanka

Jan 2014 - Jan 2015

Creative Director - North America
Saatchi & Saatchi, New York, USA

Jun 2006 – July 2013

Regional Creative Director - Unilevers (Regional and Global brands)
MullenLowe, Bangkok, Thailand.

June 2003 – May 2006

Executive Creative Director
Phoenix Ogilvy, Colombo, Sri Lanka

May 2001 – May 2003

Associate Creative Director - Colgate Palmolive
Rediffusion Y&R, Mumbai, India

Nov 2000 – Jan 2001

Executive Agency Producer
Admerasia Advertising, New York, USA

June 1995 – Oct 2000

Films Manager & Art Director
Head of film production FCB Ulka, Mumbai, India

Creative & Effectiveness awards won:

Cannes, Clios, London International, Adstars, Spikes, New York festival: World Gold medal.
Most awarded South Asia agency at Abbies, Sri Lanka Agency of the year, Best of Ogilvy
Worldwide. Guest of the UN - Human Rights campaign.

International Awards Jury:

D&AD Impact 2021

ADC One Club 2021- Fusion Cube awards

Gerety Award 2021- *Executive Jury*

WARC Chinese Strategy 2021

WARC Asian Strategy 2020

Adfest 2021 & 2020

AME Awards 2020: *Advisory Board & Asia Pacific Grand Jury*

New York Festival 2019: *Executive Jury*

Spikes Asia 2019- *Speaker for Inaugural Cannes SEE IT BE IT program.*

Spikes Asia 2018: *Creative Effectiveness*

Dubai Lynx 2019: *Film, Print, Publishing, Radio, Direct & Inaugural Glass Jury*

Advisory Board member & Voluntary work:

- D&AD : Impact Council
- New York festivals, New York : Advisory board
- American & Marketing awards, New York : Advisory Board
- Miami Ad School, Sri Lanka : Advisory Board
- Family Planning Association, Sri Lanka : Technical Advisory board
- Personal Growth Officer @ Women Empowered Global
- Vice President @ 4As Sri Lanka

Career Achievements and Highlights:

Creative Chairperson - BBDO Lanka

- In 2018, won the only Spikes metal for the country. In 2017, won Gold for Agency of the year, rest of Asia, at the Campaign's Asia's agency ranking.

Creative Director – North America:

- Within a short period, earned client respect and trust, proof of which are their generous recommendation letters on my website.

Regional Creative Director - Lowe Bangkok:

- As Creative Director, my team created the Sunlight 'Separate them' campaign. It was the most awarded campaign in 2013, winning 2 Cannes Gold & 1 Bronze Lions, 3 D&AD pencils, Spikes & London International. Credits on [this link](#).
- Won a worldwide competition initiated by the UN to create a digitally-led, global awareness campaign on Human Rights. Was invited as a UN guest for the launch of the campaign in New York in Dec 2011. (letter on my website)

Executive Creative Director - Phoenix Ogilvy:

- Within six months of taking charge, Phoenix Ogilvy swept the local industry awards, winning Best of Show and Agency of the year.
- On the international platform, we were the first Sri Lankan office to win a finalist position at the Cannes, London International and Clio and the first to have our work featured in Best of Ogilvy, Worldwide.

Academic Qualifications:

- Postgraduate Diploma in Human Rights at IIHR, India – First class.
- Cannes-Berlin Creative Leaders program
- Hyper Island Digital Master Class
- B.A. (Psychology & Sociology / First class): University of Bombay, India

References/Recommendations:

www.ruchisharma.com

www.linkedin.com/in/ruchis