

**Preethi Mariappan**  
Digital Executive Creative Director,  
Razorfish Germany

After a 17 year career in technology & product design across India, Dubai and Singapore, Preethi moved to Germany to head up the Digital Art Network at TBWA. Today, she leads the creative team at Razorfish Germany as Executive creative Director.

Preethi's experience spans the spectrum leading the entire digital business, from creation to strategic consulting. Under her leadership, she has helped brands like Nissan, Infiniti, GE, Volvo and GSK win many international awards.

Preethi has been awarded at Cannes, SXSW, LIA, One Show, EPICA, Clios, D&AD, SABRE, Loeries, Dubai Lynx, CAPLES and GEMAS Effies. Her work on a mobile Bluetooth based delivery platform has created a patent pending product for the agency and a new service for fast food delivery chains.

She has been featured in prestigious global publications such as Springwise, Creativity Online, Contagious, PSFK and Mashable, and served on international awards show juries such as Dubai Lynx and Clio Awards.

She is also the founder of Adwomen, a community of women dedicated to mentoring young female talent within advertising, business and technology.

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Portfolio: [www.thepreeps.com](http://www.thepreeps.com)

## PROFESSIONAL EXPERIENCE

### ECD RAZORFISH GERMANY 2014

I currently lead Razorfish's creative discipline across Germany, both in Berlin and Frankfurt. I am responsible for building and driving a vision for the new role of digital creativity, within the challenging environment of business transformation.

I head up a multidisciplinary team working on clients such as Audi, UBS, McDonalds, Nestle and DHL with cross-market programs.

### DIGITAL ECD \ CREATE LABS HEAD TBWA\GERMANY 2012-2013

I headed up TBWA's Digital Arts practice across Berlin, Dusseldorf and Hamburg. Leading clients like Absolut, Schwarzkopf and GSK on disruptive digital business services, my role was to grow digital cultures for brands as well as within the agency.

I also founded and head the agency's CREATE Lab in Berlin, working with startups, focused on service design. My launches included a mobile healthcare marketing platform called Omnii and CoCreator, a business speed dater and agency accelerator.

### HEAD OF DIGITAL \ CREATIVE & STRATEGY TBWA\RAAD, DUBAI/UAE 2010 - 2012

I launched and established TBWA's Digital Arts practice in the Middle East – a technology innovations unit within the agency focused on disruptive digital content and product. My role includes developing the roadmap for evolving integrated digital led communications within the .agency and leading creative excellence. During my time with the agency I also helped TBWA launch the region's first accelerator unit .supporting start ups in the marketing and tech space Acting as both business and creative head for the agency's digital operations, I put in place offshore production hubs, processes and partnerships, and led the agency to become the most digitally awarded in the region. I consulted and managed key brands such as Standard Chartered Bank, GE Healthcare, Unilever, Lipton), Etihad Airways and Nissan, helping them engage brand communities and customers).

## PROFESSIONAL EXPERIENCE

### CREATIVE DIRECTOR\INTERACTIVE OGILVY ONE (MEMAC OGILVY, DUBAI/UAE) 2007 – 2010

As Creative Director, I founded and managed the digital creative team for Middle East/North Africa. I helped set up both service offerings and creative product. During my time with the agency, I helped Ogilvy become the most awarded digital agency in the Middle East for 2008/09 as well as agency of the year for 2010. I also helped create a portfolio of clients including Fanta, Volvo, IBM, Chili's, Ikea, GSK and Yahoo.

Some of my key contributions included expanding creative folio to include digital activation & PR disciplines with a roadmap for full -service digital capabilities

- Ongoing roll out for the creative product on digital
- Setting up workflow processes, training and documentation systems
- Putting in place a creative and production hub for the Middle East

### CREATIVE DIRECTOR\INTERACTIVE & E-CRM, TEQUILA\ME (TBWA\RAAD, DUBAI/UAE) 2005 – 2007

- Digital strategy and creative product for the digital unit
- Creative direction and campaigns from proposal to product
- Conceptualizing and directing compelling user experiences
- Producing and managing large-scale projects with analytics based ROI driven components
- Operational processes and systems for streamlined creative execution and production
- Recruiting and leading a creative team of art directors, writers, motion designers
- Driving new business acquisition through strategic consulting for clients

### PREVIOUS: 1997 – 2005

Creative Head/User Experience, Cactimedia, Dubai, UAE

UX Head – mobile, Mikoishi, Singapore

Sr. Interactive Architect, Plexus Technologies, Mumbai, India

Creative Lead – Planetasia.com, Bangalore, India

Information Architect – Planetasia.com, Bangalore, India

## AWARDS\*

### 2013 CLIOS

**Gold** - Interactive, Red Tomato, Push for Hunger

**Gold** - Mobile, Red Tomato, Push for Hunger

### 2013 SXSW BUSINESS

**Finalist** - Red Tomato, Push for Hunger

### 2013 ONE SHOW

**Merit** - Interactive, Consumer Goods - Red Tomato, Push for Hunger

**Merit** - Inetractive, E-Commerce - Red Tomato, Push for Hunger

**Merit** - Interactive, Services - Red Tomato, Push for Hunger

### 2013 CRISTAL MENA

**Grand Prix** - Red Tomato, Push for Hunger

**Grand Prix** - Red Tomato, HouseHunter Test-Drive - Arabian Automobiles

**Gold** - Interactive & dynamic banner, HouseHunter Test-Drive - Arabian Automobiles

**Gold** - Best use of digital in a promotional campaign, Red Tomato, Push for Hunger

**Gold** - Best use of other digital platforms in a promotional campaign, Red Tomato, Push for Hunger

**Gold** - Best technological innovation, Red Tomato, Push for Hunger

### 2012 EPICA AWARDS

**Bronze** - Red Tomato, Push for Hunger

### 2012 GEMAS EFFIES

**Silver** - Online, HouseHunter Test-Drive - Arabian Automobiles

### 2012 CAPLES AWARDS

**Best in Show** - Red Tomato, Push for Hunger

**Gold** - Mobile Marketing, Red Tomato, Push for Hunger

**Gold** - E-Commerce and Transaction-based Initiatives, Red Tomato, Push for Hunger

**Finalist** - Direct mail, dimensional, Red Tomato, Push for Hunger

**Finalist** - Other media, Red Tomato, Push for Hunger

**Finalist** - Online, HouseHunter Test-Drive - Arabian Automobiles

### 2012 CANNES LIONS

**Gold** - Red Tomato, Push for Hunger (Mobile – Innovative Technology)

**Silver** - Red Tomato, Push for Hunger (Mobile – Best User Experience)

**Bronze** - Red Tomato, Push for Hunger (Promo & Activation – Other Digital Media)

**Bronze** - Red Tomato, Push for Hunger (Media – Use of Mobile)

**Shortlist** - AAC, Right Car (Promo & Activation – Best Online Advertising)

**Shortlist** - AAC, Right Car (Media – Best Use of Digital Media)

**Shortlist** - Red Tomato, Push for Hunger (Direct – Mobile Marketing)

**Shortlist** - Red Tomato, Push for Hunger (Promo & Activation – Retail)

**Shortlist** - Red Tomato, Push for Hunger (Cyber – Other Digital Channels)

### 2012 LONDON INTERNATIONAL AWARDS

**Bronze** - Red Tomato, Push for Hunger (Digital - Apps/Products)

**Bronze** - Red Tomato, Push for Hunger (Digital - Retail)

**Finalist** - Red Tomato, Push for Hunger (Innovative Use of Digital)

**Finalist** - Red Tomato, Push for Hunger (The New)

## 2012 THE SABRE AWARDS

**Gold** - GE Healthymagination

## 2012 GEMAS EFFIES

**Silver** – HouseHunter Test-Drive – Arabian Automobiles Company

## 2012 THE INTERNET AWARDS

**Best Retail** - AAC, Juke Mission

**Shortlist** – Anayou, FunMakina

## 2012 DUBAI LYNX

**Silver** - Mobile – Al Khairat Adventures – GE

**Silver** - Interactive – Online Advertising – Right Car – Arabian Automobiles Company

**Bronze** – PR – Best Use Of Social Media – Avatar for Action – GE

**Bronze** - Interactive – Community Applications – Avatar for Action – GE

**Bronze** - Interactive – Digital Tools – Push For Hunger – Red Tomato

**Bronze** - Direct – Alternative Media – Push For Hunger – Red Tomato

**Bronze** - Direct – Consumer Products & Services – Push For Hunger – Red Tomato

**Bronze** - Direct – Direct Response Digital Media – Battle Captcha – Gulf Scrabble Championships

**Bronze** - Promo – Use Of Digital In A Promotional Campaign – Push For Hunger – Red Tomato

**Bronze** - Promo – Consumer Products & Services – Push For Hunger – Red Tomato

## 2011 CANNES

**Finalist** – Online Advertising – Test Drive on Command

## 2011 DUBAI LYNX

**Gold** - Online Advertising – Ikea Resize

**Gold** - Online Advertising – Ikea Musical Shelves

**Silver** - Best use of Digital Media – UAE Food Explorer

**Silver** - Online Advertising – Test Drive on Command - Nissan Patrol

**Silver** - Online Advertising – Savy with space - Nissan Micra

**Bronze** – Microsites & Websites – Nissan Terrains

**Bronze** – Microsites & Websites – My Majlis

## 2011 GEMAS EFFIES

**Finalist** - Banking & Financial Services – My Majlis

**Finalist** - Automotive – Nissan Terrains

**Finalist** – CSR – GE HEalthymagination

**Finalist** – New Product Launch – GE Healthymagination

## 2010 GEMAS EFFIES

**Grand Prix** - Banking & Financial Services - UAE Food Explorer

**Gold** - Banking & Financial Services - UAE Food Explorer

## 2010 CANNES

**Bronze** – Online Advertising – Ikea Resize

**Finalist** – Online Advertising – Ikea Musical Shelves

## 2010 LOERIES

**Silver** – Online Advertising – Ikea Resize

**Bronze** – Online Advertising – Toblerone Sweet Tweets

## AWARDS\*

### 2010 DUBAI LYNX

**Gold** - Microsites & Websites – Chili's Taste the Southwest  
**Gold** - Direct Integrated – Volvo Safe & Style  
**Gold** - Integrated – Volvo Safe & Style  
**Gold** - Online Advertising – Toblerone Sweet Tweets  
**Gold** - Sales Promotion – Economist Hot Spots  
**Silver** - Online Advertising – Berlitz Rubik's Cube  
**Bronze** - Sales Promotion - Volvo Safe & Style  
**Bronze** - Online Advertising – Grab Your Own Scuderia Dubai  
**Finalist** - Interactive Digital Tools – GSK Tag Your Moment

### 2009 ONE SHOW

**Merit** - Online Advertising – Panadol Actifast

### 2009 CANNES

**Finalist** - Online Advertising – Panadol Actifast

### 2009 DUBAI LYNX

**Silver** - Online Advertising – Panadol Actifast  
**Silver** - Online Advertising– Motorola  
**Silver** - Online Advertising – Panadol Actifast  
**Silver** - Integrated – AC Delco  
**Silver** - Direct & Sales Promotion – Bare Essentials, Breast Cancer Awareness  
**Bronze** - Online Advertising – DHL  
**Bronze** - Online Advertising – EEG  
**Finalist** - Websites – Chilis  
**Finalist** - Online Advertising – DHL  
**Finalist** - Interactive Tools – MBC  
**Finalist** - Integrated – Bare Essentials, Breast Cancer Awareness

### 2009 GEMAS EFFIES

**Grand Prix** - Automotive - AC Delco  
**Gold** - Automotive - AC Delco  
**Gold** - Non Food FMCG – Ponds  
**Gold** - Best New Product Launch - Ponds

### 2009 CRISTAL MENA

**Grand Cristal** - Bare Essentials, Breast Cancer Awareness  
**Gold** - Interactive Tools – AC Delco  
**Finalist** - Online Advertising – Panadol Actifast

### 2008 CRISTAL MENA

**Silver** - Online Advertising – Nivea

### 2008 LOERIES

**Bronze** - Online Advertising – Nivea

### 2008 DUBAI LYNX

**Silver** - Online Advertising – Nivea  
**Silver** - Online Advertising– Emirates Today  
**Bronze** - Online Advertising – Emirates Today  
**Finalist** - Other Interactive Communication Tools – Tequila\ME

**Ranked 4th most awarded Creative Director in the Middle East (Big Won)**

## INDUSTRY ACTIVITIES

### Jury

Clio Awards  
Dubai Lynx  
W3 Awards  
Davey Awards  
I'bdaa Student Awards

### Speaker

Speaker, Goa Fest  
Speaker, WSA, World Summit Awards  
Presenter, Picnic, Amsterdam  
Speaker, Dubai Lynx  
Speaker, Arabnet  
Panelist, Web Wednesdays  
Panelist, Mobile Mondays  
Mentor, Start Up Weekend

### Member

Founder and Manager, Adwomen Middle East, ad forum bringing women in the industry together for networking, learning and career growth  
Member - Creative Directors' Club, Dubai, UAE  
Member of IAVA (International Academy of the Visual Arts)

**PREETHI  
MARIAPPAN**

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**Current research interests**

- Interactive narratives and storytelling,
- Digital content models and publishing
- Internet of Things, wearables and physical computing
- Open hardware and digital products, new retail models

**Contacts**

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