



Rob Strasberg Co-CEO, Chief Creative Officer

On Jan. 1, 2010, Rob Strasberg became Co-CEO/Chief Creative Officer of Doner from Senior Partner-Chief Creative Officer. He is a member of the Executive Committee.

It wouldn't be a stretch to say that Rob is a betting man at heart. Rob made the unexpected move in 2008 from Crispin, Porter & Bogusky to helm creative at Doner, the world's largest independent agency.

After an internship driving the Oscar Mayer Wienermobile and a first gig as an account man at DDB, Rob spent a life-changing year of daily trips to the racetrack with a family friend and legendary horse gambler used his winnings to finance his training and transition into a creative guy.

In 1994, Rob became a writer under creative legends Roy Grace and Diane Rothschild at their Manhattan agency. Five years later, to the protests of his New York peers, he moved to Miami to join the then-fledgling CPB. There, he helped create and pioneer a new era of digitally integrated advertising with such signature campaigns as Truth, Sprite Sublymonal, BMW MINI launch, and VW "Make Friends with your Fast/Safe Happens."

Over nine years, Rob became one of the "Top Ten Most Awarded Creative Directors in the World." Since joining Doner, he has elevated the agency's portfolio to stand up to the world's best agencies with The UPS Store's "Cardboard World" campaign, Mazda Canada's "33 Keys" alternate reality game, The Coleman Company's "The Original Social Networking Site" campaign, and a few we can't mention that are soon-to-be-famous.

Today, the only bets Rob makes are on great ideas.